

COMMERCE

Swarovski, singer-songwriter Ariana Grande sign ambassador deal

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Ms. Grande will soon play Glinda in the film adaptation of the stage musical "Wicked," starring in holiday ads for Swarovski that are also coming this fall. Image credit: Swarovski/Mert Alas and Marcus Piggott

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Austrian crystal and jewelry designer Swarovski is putting a new face in focus.

American singer-songwriter and actress Ariana Grande has been named the company's latest brand ambassador. The talent's first campaign appearance will come as Swarovski's 2024 holiday campaign goes live.

"Ariana's charisma and positive energy resonate with Swarovski's essence of bringing joy to the world, and I am thrilled that she is joining us as brand ambassador," said Giovanna Engelbert, global creative director of [Swarovski](#), in a statement

"Ariana is a brilliant artist whose creativity shines through her songwriting and vocal performances as well as her personal style," Ms. Engelbert said. "I look forward to engaging in inspiring creative dialogues together."

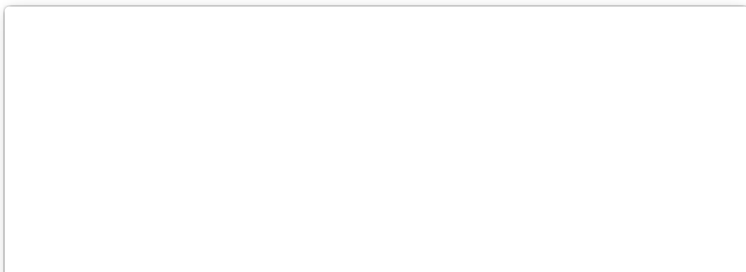
High note

The brand notes that its partnership with Ms. Grande brings together two pop culture icons.

Ms. Grande, a two-time Grammy winner, is a staple of the music charts. Following a four-year hiatus, her most recent album, "Eternal Sunshine," released in March 2024, has been met with critical acclaim.

Ms. Grande will soon play Glinda in her first lead acting role. For it, she stars in "Wicked," the highly anticipated film adaptation of the award-winning stage musical.

The movie reaches theaters in November 2024, shortly after the ambassador's first official advertising slot with Swarovski is due the luxury adverts launch in October, according to a [WWD](#) exclusive.



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A post shared by SWAROVSKI (@swarovski)

Ms. Grande is not the only musician to be named a luxury brand ambassador this month ([see story](#)).

"I am thrilled to be Swarovski's brand ambassador," said Ms. Grande, in a statement.

"It's an honor to represent a house that shares my passion for creativity, pushes the boundaries beyond the world of jewelry, and promotes values of unapologetic self-expression," she said. "I cannot wait to embark on this journey and to inspire others to embrace their own unique sparkle."

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