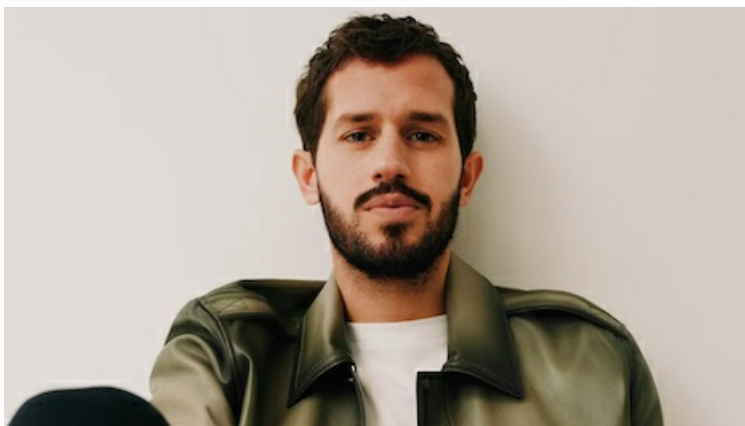


COMMERCE

Berluti recruits French actor Victor Belmondo

January 27, 2025



French actor Victor Belmondo is the maison's first brand ambassador since 2020. Image credit: Berluti

By LUXURY DAILY NEWS SERVICE

French footwear and leather goods brand Berluti is promoting a celebrity partnership.

Announced earlier this month, the maison has signed French actor Victor Belmondo to help promote its menswear collections. The talent is Berluti's first brand ambassador since 2020.

"Victor Belmondo personifies the Berluti spirit that fusion of heritage and modernity, elegance and audacity," said Jean-Marc Mansvelt, CEO of [Berluti](#), in a statement.

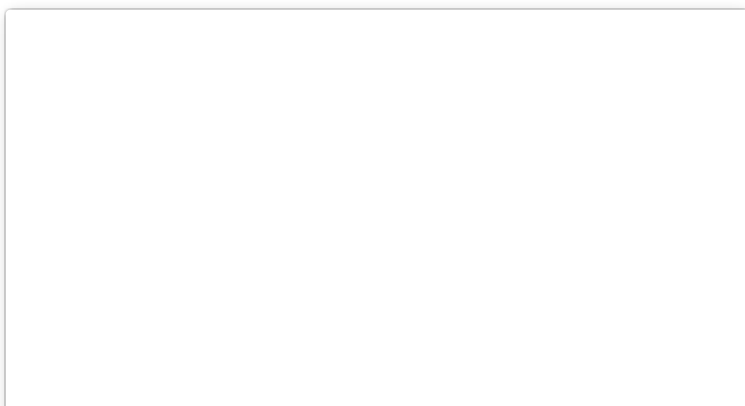
"We're extremely pleased to have Victor join us as a Friend of the Maison, and to share our vision of remarkable allure with him," Mr. Mansvelt said. "At Berluti, we cultivate the art of passing down legacy.

"Victor Belmondo helps us write a new chapter in our story, with a dialogue between generations that reinvents the classic style codes with a fresh force and simplicity."

Friend of the maison

Mr. Belmondo stars in a new campaign wearing looks that draw on his own wardrobe, representing the luxury label as it forges ahead under Mr. Mansvelt's lead ([see story](#)).

Menswear classics, including Berluti's signature footwear, serve as the foundation of each look.



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A post shared by BERLUTI (@berluti)

The brand ambassador is the grandson of famed French New Wave actor Jean-Paul Charles Belmondo, appearing recently in Netflix's 2023 mini television series "Bardot."

"For me, elegance is a form of attentiveness and curiosity, and Berluti epitomizes that in its character and style," said Mr. Belmondo, in a statement.

"I'm excited to be part of writing the Maison's next chapter, like a shared dialogue between France and Italy."

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