

COMMERCE

Nespresso turns to pop star to lead next campaign

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The brand has named pop star Dua Lipa its new global brand ambassador, pairing the appointment with “Vertuo World,” a new campaign coming April 14. Image credit: Nespresso

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Four decades in, Swiss coffee company Nespresso is looking to a new generation to carry its story forward.

Announced this week, the brand has named pop star Dua Lipa its new global brand ambassador. Nespresso is pairing the appointment with the unveiling of “Vertuo World,” a new campaign that will launch across all its platforms on April 14.

“We’re excited to welcome Dua Lipa to the Nespresso family,” said Leonardo Aizpuru, chief marketing officer at **Nespresso**, in a statement.

“She’s a true explorer, always curious, always trying something new and that energy fits beautifully with the direction we’re taking as a brand,” Mr. Aizpuru said. “Our purpose is to empower endless exploration through exceptional coffee, and Dua brings that mindset to life in a modern, effortless way.

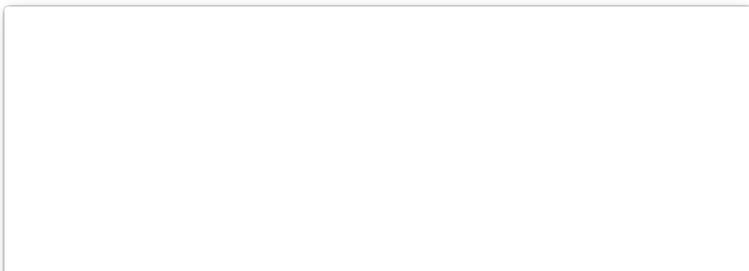
“Together, we want to inspire a new generation to open up to new tastes with confidence and to discover how a coffee moment can become something truly exceptional.”

New chapter

Ms. Lipa will lead the upcoming Vertuo World campaign, which Nespresso describes as a “modern expression of its commitment to exploration and elevated coffee experiences.”

Longstanding ambassador George Clooney ([see story](#)) will make a brief appearance in next month’s release.

“I feel like I have grown up with Nespresso,” said Ms. Lipa, in a statement.



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A post shared by Nespresso (@nespresso)

"There's always been a Nespresso machine nearby at home with my family, on set, or in a hotel room - so teaming up with them was really an easy decision," she said. "I just love how they are always exploring new flavors and finding ways to evolve as a brand.

"Working together has already been loads of fun, and it's just the beginning."

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