

JEWELRY

# Chopard welcomes Bella Hadid as global ambassador

September 5, 2024



*Model Bella Hadid is the new face of Chopard. Image courtesy of Chopard/Charlotte Wales*

---

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss jeweler Chopard is announcing a new hire.

American model Bella Hadid is now the brand's global ambassador. She wears Chopard's Ice Cube jewelry collection in an adjoining marketing push titled "Sculpted By Light," shot by British fashion photographer and director Charlotte Wales.

"Bella epitomizes the spirit of Chopard: a harmonious mix of effortless elegance and a zest for life that are truly enchanting and perfectly resonate with what our watches and jewelry stand for," said Caroline Scheufele, copresident and artistic director of **Chopard**, in a statement.

"We are excited about embarking on this new journey together."

## **Shining spotlight**

Sculpted By Light captures Ms. Hadid amid a seemingly infinite nighttime cityscape.

In the film, Ms. Hadid is adorned in pieces from the Ice Cube collection, each item featuring a sparkling, geometric design that dates back to the 1990s, when Chopard's Ms. Scheufele introduced the line to the public.

## *Chopard goes backstage with Ms. Hadid*

Now updated for the modern consumer, streamlined shapes and graphic lines give the selection a simple, elegant aesthetic.

Alongside the campaign, Chopard has released a new Ice Cube pieces, including rings, necklaces, earrings, bangles and chokers, **online** and in-store.

Ms. Hadid also appears in headshots captured by renowned British photographer Alasdair McLellan, released across the brand's and the model's social media accounts on Sept. 1.



*Sculpted By Light captures Ms. Hadid amid a seemingly infinite nighttime cityscape. Image courtesy of Chopard/Charlotte Wales*

"I have so much appreciation for Chopard's craftsmanship and have been an admirer of theirs for many years," Ms. Hadid, in a statement.

"I am so thrilled to be joining the Chopard family."

The Hadid siblings are in high demand among luxury brands this year. Chopard's spokeswoman's sister Gigi Hadid recently appeared in Italian fashion house Miu Miu's 2024 Bag Campaign ([see story](#)) and Italian apparel label Valentino's Green Stravaganza fragrance initiative ([see story](#)).

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.