



## Lorenzo Musetti Debuts as Bottega Veneta's Newest Brand Ambassador at 2025 Wimbledon



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Lorenzo Musetti is the latest star to join Bottega Veneta as a new brand ambassador. The Italian tennis star debuted his new title on Tuesday, walking onto the court ahead of his first-round match at The Championships, Wimbledon, while wearing the brand's intrecciato leather jacket.



Lorenzo Musetti is walking onto the court ahead of his first-round match at Wimbledon on July 1 in London. Javier Garcia / Shutterstock

Current world number six on the Association of Tennis Professionals rankings, Musetti joins the likes of

Julianne Moore and Jacob Elordi, among others, as the Italian luxury fashion house's latest ambassador.

Bottega Veneta's announcement follows Musetti's participation in the house's recent "Craft Is Our Language" campaign, which celebrated 50 years of the iconic Intrecciato weave. The campaign, which also features Moore and other ambassadors, celebrates Bottega Veneta's handcrafted elements as well as the wide-reaching impact and beauty of hand gestures.



"For 50 years, Intrecciato has embodied Bottega Veneta's craft and creativity," Leo Rongone, chief executive officer of the Italian brand, told WWD. "Season after season, it has both endured and evolved, finding new expressions in color, scale, size and texture. It is the ultimate synthesis of our artisanal knowledge and aesthetic imagination."

The campaign was lensed by Jack Davison and choreographed by Lenio Kakle. Several notable names in arts, culture, entertainment and other areas joined Musetti and Moore in the campaign. Writer Zadie Smith, I.N of K-pop group Stray Kids and other prominent figures appeared in the subdued black-and-white photos.



Lorenzo Musetti for Bottega Veneta. Courtesy of Bottega Veneta

"At its heart, Intrecciato is an act of encounter, interweaving and exchange. With this campaign, we celebrate our signature craft and its spirit of dialogue — between hand and heart, maker and wearer, past and present," Rongone said.

Along with his new ambassadorship for Bottega Veneta, Musetti's fashion collaborations have grown over the course of the year. The tennis star was announced as an ambassador for Polaroid Eyewear after the brand inked a partnership deal with the ATP as a sponsor through 2027.

Highlights from the 23-year-old professional tennis player's career thus far include a semifinal match at the 2024 Wimbledon tennis tournament and a recent semi-final at the 2025 French Open, against eventual champion Carlos Alcaraz of Spain. Musetti also



won a bronze medal at the 2024 Paris Olympics in Men's Singles.

