



EXCLUSIVE

Boucheron Taps Daisy Edgar-Jones as Global Ambassador

- The British actress' first campaign appearance for the French jeweler is slated for the holiday season kickoff in early November.

BY LILY TEMPLETON

PARIS — British actress Daisy Edgar-Jones has a new role and it's with French jeweler Boucheron.

The Place Vendôme cornerstone revealed Tuesday it had tapped the "Normal People" and "Twisters" star as its latest global ambassador.

Lauding the house's blend of "bold creativity with a strong sense of heritage," the actress said it was "also inspiring to see two visionary women, [chief executive officer] Hélène Poulit-Duquesne and [creative director] Claire Choisne, leading the charge."

In May, Edgar-Jones took a turn on the red carpet at the Cannes Film Festival wearing one of the house's question-mark necklaces.

"There's such a beautiful sense of emotion and artistry in everything the maison creates," the British actress said, highlighting examples such as jewels filled with aerogel, made of real flower petals, and the July's Impermanence high jewelry collection. "It's a real privilege to be part of its story — I'm so looking forward to what's ahead."

Among those projects is her first campaign appearance, which is slated for the holiday season kickoff in early November.

Poulit-Duquesne said that Edgar-Jones' "radiant personality, natural elegance and artistic integrity resonate deeply with the spirit" of Boucheron.

"We see this partnership as a celebration of contemporary self-expression; of a confident, unapologetic freedom that's perfectly aligned with the values that have always inspired us," the executive added.

Since the actress' breakout role in the 2020 drama series "Normal People," where she shared top billing with Paul Mescal, which netted her a Golden Globes nomination, Edgar-Jones has carved an eclectic path with roles in features such as the mystery drama "Where the Crawdads Sing," horror flick "Fresh," disaster movie "Twisters" and the romantic drama "On Swift Horses."

She also appeared in the true crime TV miniseries "Under the Banner of Heaven," leading to her second Golden Globe nomination.

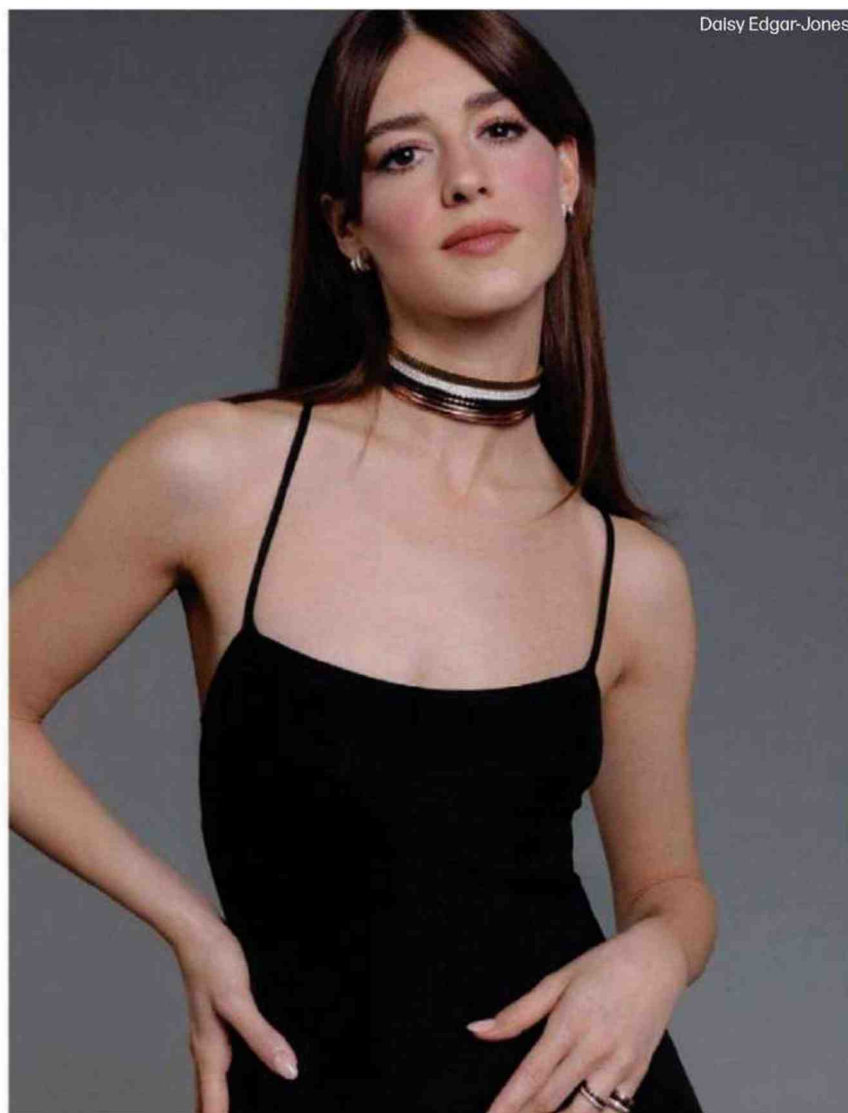
Also an accomplished theater actress, she most recently starred in a 2025 production of the American classic "Cat on a Hot Tin Roof" at London's Almeida Theatre.

Currently filming the thriller "A Place in Hell," where she stars alongside Michelle Williams and Irish actor Andrew Scott, and a remake of "Sense and Sensibility," the actress has also been confirmed in the cast of the Netflix-produced heist movie "Here Comes the Flood," with Denzel Washington and Robert Pattinson.

On the fashion front, Edgar-Jones made her debut as a face for Gucci in the Florentine house's "Gucci Lido" campaign that dropped in April.

In her new role at Boucheron, the actress joins a roster that includes brand ambassadors such as South Korean actress Han So-Hee; China's Xiao Zhan and Zhou Dongyu; and Mina Myoi, the Japanese singer and dancer known mononymously as Mina, as well as the likes of Pierre Niney and Charlotte Le Bon as friends of the house.





Daisy Edgar-Jones

