

## Bubble Appoints Leighton Meester as Global Ambassador

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Skincare brand Bubble has named Leighton Meester its first global brand ambassador. Furthermore, this marks Bubble's entry into high-profile influencer partnerships.

### Introducing the “Radical Joy” Campaign

Firstly, Bubble launches a campaign titled “Radical Joy.” It features bold, colourful themes celebrating skincare without taking itself too seriously.

Moreover, the campaign spans social, digital, out-of-home, and retail channels. Thus, the reach is global and multi-platform. “Bubble proves that skincare can be powerful without being overly complicated,” said Meester. Also, the mission to make effective skincare accessible resonated deeply with her. Therefore, she hopes the campaign inspires joy in daily routines too.

### Brand Perspective & Leadership

Shai Eisenman, Bubble's founder and CEO, said Radical Joy shows fun and high performance need not exclude each other.

He noted that Meester embodies what Bubble stands for: joy, authenticity, approachability. Moreover, she brings the campaign alive in truly authentic ways.

### About Leighton's Career

At age 39, Meester began acting in the late 1990s, with guest appearances on shows like *Law & Order*. Then came *Gossip Girl* (2007-2012), which made her a household name. Also, she forged a music path with the 2009 hit “Good Girls Go Bad” with Cobra Starship. More recently, she starred in *Good Cop, Bad Cop*. Furthermore, she is set to appear in the romantic comedy *The Bodyguard*, releasing this December.

### What This Means for Bubble

Firstly, Bubble enters a competitive skincare market with bold positioning. Rather than minimalism alone, it opts for expressive joy.

Secondly, the campaign may shift consumer perceptions about skincare as serious or clinical. Instead, Bubble frames it as something joyful, accessible, effective.

Thirdly, using a well-known ambassador helps elevate Bubble's visibility. Also, it may help the brand reach new demographics in international markets.

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