

Isabela Valadeiro Becomes First Face of Balmain Watches

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Fashion house Balmain announced a landmark collaboration in Portugal. Actress and model **Isabela Valadeiro** has been named as the first “friend of the brand” for Balmain Watches in the Portuguese market. This marks the brand’s first time associating a Portuguese public figure as its watch ambassador. Balmain describes this move as part of expanding its domestic presence in Portugal.

About Isabela Valadeiro

Born in Portalegre, Portugal, Isabela has built a dual career in modelling and acting. She began modelling early, earning exposure in national and international campaigns. Later, she transitioned into acting, appearing in popular Portuguese television series.

Her public persona combines elegance, consistency, and authenticity—qualities Balmain highlights.

The Brand’s Vision & Campaign Details

Balmain emphasized that Isabela is aligned with their aesthetic language. They praised her “natural presence” and steady growth in fashion and performance. Her first campaign shoot took place at the Grande Real Villa Itália Hotel & Spa in Cascais.

Creative direction came from Snowberry; Pedro Afonso handled photography; Luís Borges styled the campaign; and Tiago Macedo oversaw video production. The imagery aims to project sophistication, authenticity, and modern elegance.

Campaign visuals are now live in digital spaces and selected point-of-sale locations.

What This Partnership Signifies

Firstly, this marks a stronger localization push for Balmain Watches in Portugal. Secondly, it leverages the appeal of a national talent to connect emotionally with Portuguese consumers.

Moreover, by naming a “friend of the brand” rather than a standard ambassador, Balmain emphasizes a more personal association.

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