



SUSANA BICHO BY LOTUS

## OLD MONEY

### *What's new 2026*

**Lotus** presents its “**Old Money**” campaign, starring **Susana Bicho**, a Spanish influencer with over one million followers. This new proposal brings to life the brand’s most anticipated women’s collection for 2026, reinterpreting classic elegance through a contemporary lens.

### *Elegance that transcends time*

With **Old Money**, **Lotus** invites you to rediscover a refined and timeless style, where every detail has been carefully designed to convey sophistication and balance. The collection combines clean lines, elegant designs,

and a minimalist aesthetic, resulting in delicate pieces that naturally elevate any look. It is a proposal that connects with a woman who seeks distinction without artifice—where elegance is expressed through simplicity and coherence.

### *A campaign full of style*

The campaign captures a modern vision of the **Old Money** concept. Through a carefully curated and aspirational image, the influencer brings authenticity and freshness, embodying a confident, sophisticated, and modern femininity. Her presence strengthens the connection between aesthetic tradition and new generations.

[lotus-watches.com/en-GB/old-money](https://lotus-watches.com/en-GB/old-money)