

APPAREL AND ACCESSORIES

Louis Vuitton taps BTS as newest ambassadors

April 23, 2021



South Korean pop band BTS. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has announced South Korean band BTS as the brand's latest ambassadors.

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With multi-platinum singles and albums, as well as a Grammy nomination, the band is one of the most influential groups in pop culture. The partnership aims to merge luxury and contemporary culture, adding a modern chapter to the house.

"Becoming global brand ambassadors for Louis Vuitton is a truly exciting moment for us," said BTS in a statement. "We are excited for our upcoming projects with Virgil Abloh."

New partnerships

BTS, an acronym of Bangtan Sonyeondan or "Beyond the Scene," is a Grammy-nominated K-Pop group that has launched to success since its debut in 2013. Its seven members include: RM, Jin, SUGA, j-hope, Jimin, V and Jung Kook.



Members of BTS. Image courtesy of Louis Vuitton

In breaking numerous Billboard and Guinness World Records, BTS's ubiquitous popularity resonates worldwide.

BTS was nominated for Best Pop Duo/Group Performance for the 63rd Grammy Awards and recognized with numerous awards like the Billboard Music Awards, American Music Awards and MTV Video Music Awards.

The partnership comes at an opportune time for Louis Vuitton as the South Korea Ministry of Trade, Industry and Energy recently announced it was seeing its greatest retail growth in two years. As markets in Asia continue their economic recovery amid the COVID-19 pandemic, South Korea reported a 10 percent overall increase in retail sales.

Sales at both brick-and-mortar stores and ecommerce sites were up 14.3 percent and 5.5 percent, respectively. The Ministry releases monthly retail sales figures based on surveys of 26 major retailers, including physical stores and online retailers ([see story](#)).

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