

APPAREL AND ACCESSORIES

Kris Wu, prominent luxury ambassador, arrested on suspicion of rape

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Kris Wu, who has collaborated with several luxury brands, has been arrested on suspicion of rape. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Chinese-Canadian musician Kris Wu has been formally arrested on suspicion of rape.

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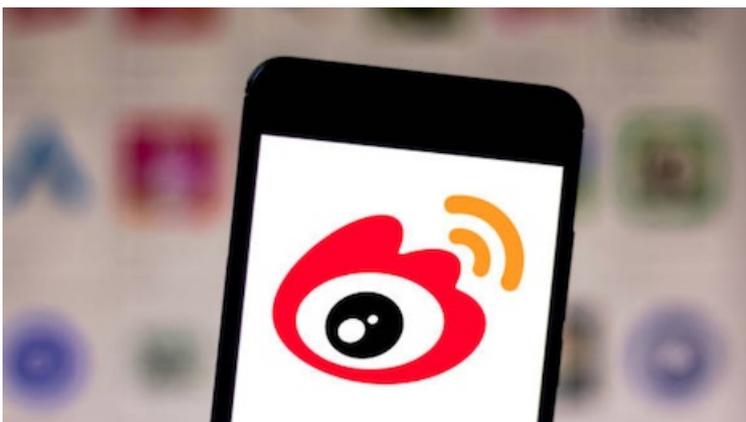
Mr. Wu has had a longstanding relationship with luxury, having collaborated with brands including Burberry, Louis Vuitton, Porsche and Bulgari over the years. Last month, several brands distanced themselves from the musician after several claims of sexual assault surfaced on the Internet.

Allegations against Mr. Wu

According to *Women's Wear Daily*, in July, the Chaoyang District Municipal Public Security Bureau released a Weibo post that addressed online reports of a person with the surname Wu reportedly luring young women for sex.

The post from the Public Security Bureau was shared more than half a million times within 30 minutes of posting and became the top trending news on the social media platform.

Mr. Wu was detained on Aug. 1 by police, per *The Guardian*. On Aug. 16, the prosecutor's office in Chaoyang approved the arrest and charges against Mr. Wu.



Brands took to Weibo to address their terminated relationships with Kris Wu. Image credit: Getty

French fashion label Louis Vuitton, which Mr. Wu has served as an ambassador for since 2018, announced last month via Weibo that it was suspending its collaboration with the musician. Italian jeweler Bulgari and German automaker Porsche also announced they were terminating their contracts with the celebrity.

Mr. Wu had previously been selected to be the Porsche racing spokesman in April. He has been a popular representative of several luxury brands for years.

Luxury brands must be strategic, thoughtful and thorough when selecting brand ambassadors.

When successful, ambassadors' authentic connections to consumers helps translate fandom into awareness and purchase dollars. While some ambassadors may be more recognizable than others, a successful partnership relies on the face of the brand representing the product with pride ([see story](#)).

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