

APPAREL AND ACCESSORIES

Louis Vuitton taps Squid Game' actress HoYeon Jung as ambassador

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Ms. Jung has previously modeled for Louis Vuitton, and now becomes their newest ambassador. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has recruited Korean model and actress HoYeon Jung as its newest global brand ambassador.

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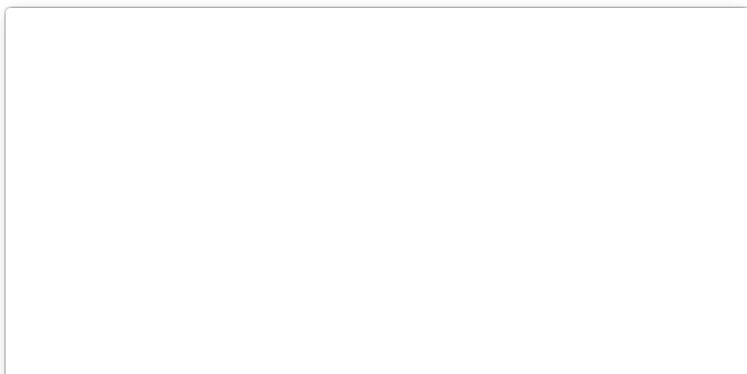
Ms. Jung's relationship with the fashion label dates back to 2016, when she walked in Louis Vuitton's spring/summer 2017 runway show for the first time. Most recently, she made her acting debut as Kang Sae-byeok in the action-thriller Netflix original series "Squid Game."

"I immediately fell in love with HoYeon's great talent and fantastic personality, and I am looking forward to starting this new chapter of the journey we started at Louis Vuitton a few years ago," said Nicolas Ghesquire, creative director of women's collections at [Louis Vuitton](#), in a statement.

Thrilling faces

After winning the "Asian Star Award" at the Asia Model Awards in 2019, Ms. Jung went on to walk for numerous global fashion brands.

Since then, she has entered the acting world with her role in one of the most viewed shows in the history of Netflix, "Squid Game," which was released in September 2021.



[View this post on Instagram](#)

A post shared by HoYeon Jung(Chung) (@hoooooyeony)

Ms. Jung in the new Netflix series

Directed by Hwang Dong-hyuk, the fictional series follows a group of individuals who have accepted an invitation to compete in various children's games for a prize, however the stakes are fatal.

When it had only been out for nine days, the show had already claimed the top spot around the world, and Netflix's CEO **reportedly** suggested it is poised to become the company's biggest show ever.

Louis Vuitton has tapped Ms. Jung at an opportune moment as she rises to the forefront of global entertainment.

The brand seems to be hoping to strengthen its presence and popularity within the Asia Pacific region, considering its last three ambassadorship announcements featured K-Pop group BTS, actress Liu Yifei and tennis player Naomi Osaka.

In April, Louis Vuitton aims to merge luxury and contemporary culture, opening a modern chapter to the house, with its partnership with Grammy-nominated cultural phenomenon BTS (**see story**).

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