

APPAREL AND ACCESSORIES

Fendi names Danna Paola first ambassador for Mexico

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Danna Paola is an actress, musician and model. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italy's **Fendi** has added Danna Paola to its talent roster, making her the brand's first ambassador for Mexico.

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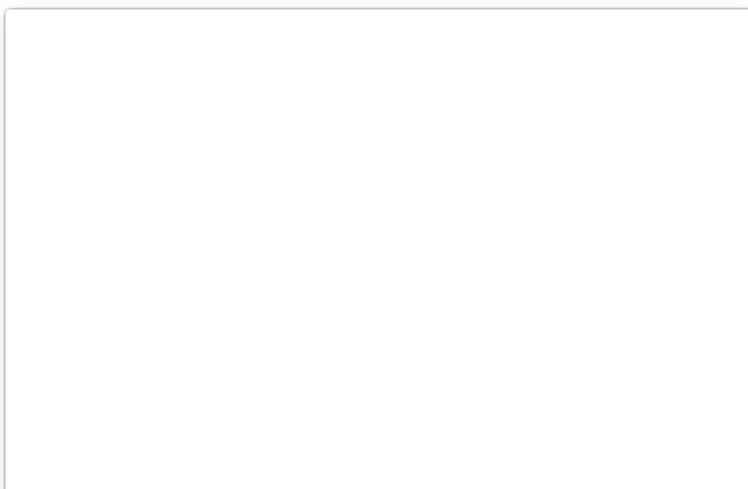
The Mexican actress, singer and model is known for her work on several television shows including the widely popular "Elite." With her star power, talent and commitment to her craft, Ms. Paola's ethos align with that of Fendi's.

"I am very honored to be chosen as the first Fendi ambassador for Mexico," Ms. Paola said in a statement. "Fendi is recognized worldwide for its elegance, innovation and style, values that I share, and I am happy to transmit to inspire many people."

An elite selection

Ms. Paola's talents are multifaceted as she has starred in several television, theater and film projects. She recently earned a Latin Grammy nomination for best pop vocal album for her album "K.O." and also performed at the show.

She is currently the most followed Mexican artist on Instagram, with more than 32 million followers.



[View this post on Instagram](#)

A post shared by Fendi (@fendi)

Danna Paola has joined the Fendi family

Fendi has had a fruitful year in collaborations with disparate artists and entertainers, including superstar Kim Kardashian West.

With their new collaborative capsule collection, Italian fashion house Fendi and Ms. Kardashian West's undergarments brand Skims are bridging the gap between luxury fashion and lounge- and shapewear.

The "Keeping Up with the Kardashians" star has maintained a close relationship with Fendi's creative director Kim Jones, and the collection further solidifies this connection. While the Fendi x Skims collaboration may be unexpected to some in the luxury industry, it is indicative of both the influence of Ms. Kardashian West and the strength of the lingerie and shapewear markets ([see story](#)).

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