

APPAREL AND ACCESSORIES

Burberry elevates first-ever female Korean global brand ambassador

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Known for her roles in comedy films and television dramas, Ms. Ji-hyun is prominently featured wearing pieces from Burberry's fall/winter 2022 collection. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry is going global with the announcement of its first-ever South Korean female ambassador.

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The brand has introduced South Korean model and actress Jun Ji-hyun to its lineup as a global ambassador. Known for her roles in comedy films and television dramas, Ms. Ji-hyun is prominently featured wearing pieces from Burberry's fall/winter 2022 collection in a short clip, out now from the brand.

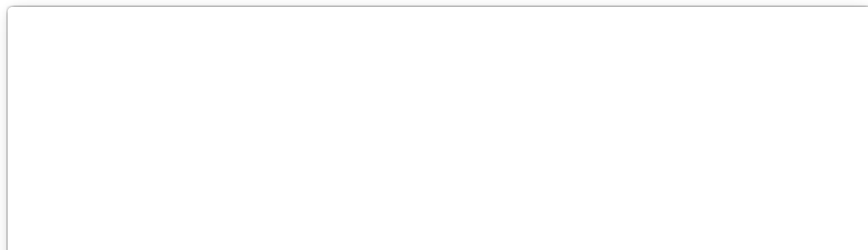
"It is a great honor to be announced as Burberry's ambassador," said Ms. Ji-hyun, global ambassador at [Burberry](#), in a [statement](#) on social.

"Burberry is known as a brand with a rich history and traditions and aims to innovate in line with our ever-changing times, which is what I am trying to convey to the audience as an actor," she said. "The timeless elegance of Burberry inspires me greatly, I look forward to working closely with the time-honored house and carefully collaborating together."

Cross-cultural collaboration

The collaboration between the UK magnate and Korean beauty shows potential for great success.

In a video posted by Burberry, the brand introduces the actress to its audience. "Welcome to the family #JunJihyun, our latest brand ambassador," reads its caption.



[View this post on Instagram](#)

A post shared by Burberry (@burberry)

A heavy-hitting soundtrack backs visuals, in which Ms. Ji-hyun laterally eyes the camera in Burberry's latest.

The company pointed out in its latest earnings report that the addition of South Korean Premier League footballer Son Heung-min to the Burberry family as brand ambassador was greeted with a significant amount of social media attention.

The post achieved the brand's highest-ever level of engagement on Instagram some 21 percent ahead of the previous peak, according to the [report](#).

Celebrity collaborations and ambassadors have been known to amp up luxury fashion's online buzz, with engagement from virtual celebrity "fandoms" giving brands a huge boost, especially with Korean stars at campaigns' center.

According to a report from Twitter, the highest spike in engagement on its platform last year occurred when Louis Vuitton published content promoting designer Virgil Abloh's fall/winter 2021 fashion show featuring the members of the Korean boyband BTS ([see story](#)).

By engaging with Ms. Ji-hyun in its latest bid for attention in the APAC region, Burberry is likely looking to repeat its own successful recipe.

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