

APPAREL AND ACCESSORIES

## Dior appoints K-Pop star Jimin to global ambassador post

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*Dior has tapped K-Pop star Jimin for its ambassadorship program. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is giving the gift of solo stardom, via an ambassadorship announcement that aligns with the start of men's fashion week.

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In a series of posts outfitting 27-year-old South Korean singer Jimin full name Park Ji-min of the K-Pop group BTS, the brand announces it has tapped the entertainer as its latest global representative as he sports lively looks from the house's most recent spring/summer 2023 menswear collection. With the partnership, the South Korean singer makes his solo debut.

Going global

Across markets, Jimin is among the most popular artists of today.

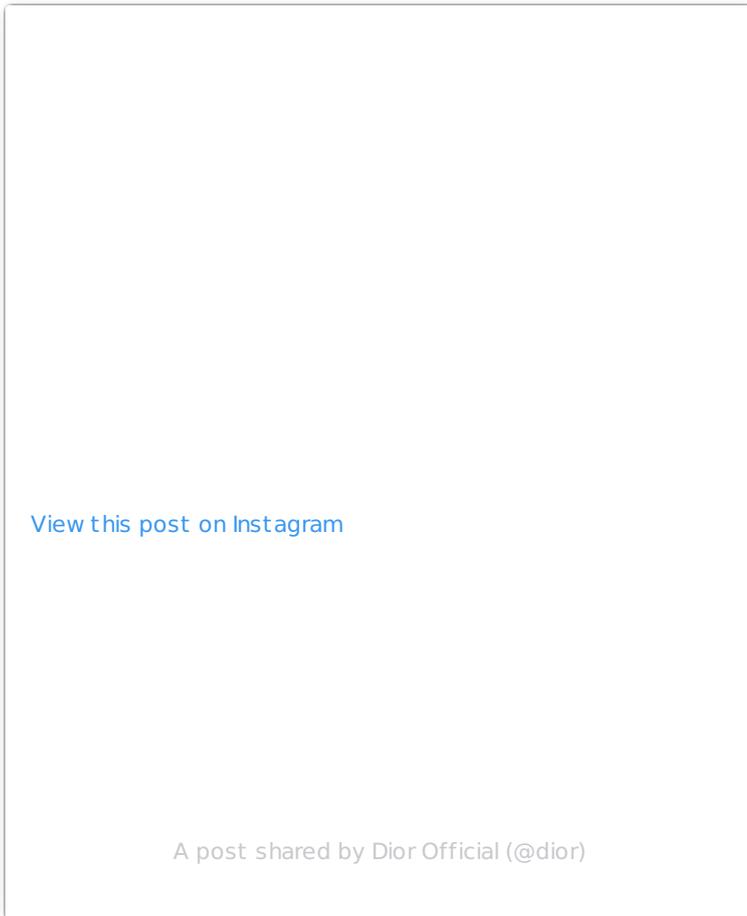
The star sings and dances alongside six other performers in his musical cohort, inclusive of peers Suga, J-Hope, V, RM, Jin and Jungkook. All members have worked with Dior previously, as artistic director Kim Jones sought to outfit the stars in stage attire for their "BTS Love Yourself: Speak Yourself" tour.



*Jimin has worked with the brand before, making this partnership a reunion. Image credit: Dior*

This time around, though, the performer lands in the lap of luxury alone taking on his first solo partnership, the singer marks his move toward independence.

The current partnership also allows Jimin and Mr. Jones to work in a closer capacity.



Dior has also shown interest in other K-Pop celebrities, as it shifts toward embracing the more global angles and pop culture leaders of the future.

In 2021, the brand worked with BlackPink's Jisoo, naming her ambassador ([see story](#)). The Korean star made a sizable splash for its social presence last year, propelling the French fashion house to the top spot on Launchmetrics' [The Business of Beauty S1 2022 Report](#) in December 2022.

Engaging with her nearly 60 million Instagram followers, Ms. Kim posted Dior-related content that is credited with influencing younger generations while safeguarding the brand's venerated position.

Of Dior's top 10 content placements on the platform, eight featured the singer. Dior earned over \$388 million in MIV last year ([see story](#)).

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