

APPAREL AND ACCESSORIES

## Fendi taps K-Pop star An Yu-Jin as newest brand ambassador

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*An Yu-Jin sports a Fendi Peekaboo handbag in the brand's announcement of the partnership. Image credit: Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi has appointed lead singer Yujin of popular K-Pop group Ive to a brand ambassador role.

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The luxury brand and its latest representative, full name An Yu-Jin, both posted the announcement on their respective Instagram accounts, with Ms. Yu-Jin stating her excitement. Fendi also posted the pictures on its Twitter account, highlighting Ms. Yu-Jin sporting a light gray outfit from the brand's spring/summer 2023 collection.

"I am truly excited to join the global luxury house **Fendi**," Ms. Yu-Jin said, in a statement.

"I've always enjoyed Fendi's wonderful projects that always highlight creativity and experimentation," she said. "I look forward to our journey together!"

Fashion-forward

The newest member of the Italian house is the youngest of her group.

Her stardom is positioned at the forefront of modern pop culture, amassing particular high appeal among Gen Z fans. She brings the storied fashion brand a sense of relevance and connection to younger consumers.



*An Yu-Jin has earned massive success in the world of both K-Pop and luxury fashion. Image credit: Fendi*

This is not the first luxury brand to approach the star for collaboration. She has also worked with companies such as CLIO, Burberry and L'Occitane.

This echoes the success that other K-Pop stars are having in the luxury world, as high-end brands increasingly turn to the performers for campaigns, ambassadorships and collaborations. Ms. Yu-Jin's IVE co-performer Wonyoung is among the selection of South Korean singers who have been invited into the exclusive world.

In the announcements releasing the news to the world, Ms. Yu-Jin showcased a black Fendi Peekaboo "ISeeU" handbag with her otherwise all-gray ensemble. The outfit featured metallic pants, an eyelet sweater and platform sandals.

Ms. Yu-Jin also shared that she is to be on the cover of the February Harper's Bazaar Korea issue. She wears soft Fendi pieces in the photo, further driving home her relationship with the brand.

Ms. Yu-Jin has been a previous proponent of and partner to Fendi, even reminding her fans on Instagram of the 25-year anniversary of the Baguette bag ([see story](#)).

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