

APPAREL AND ACCESSORIES

Valentino, Givenchy, Pomellato continue luxury K-Pop craze

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Valentino is only one among many luxury brands to tap into the many talents of K-Pop stars. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Luxury is starting off the year strong with ambassador announcements from around the world.

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In the last few days, Italian fashion label Valentino, LVMH-owned fashion house **Givenchy** and Italian jeweler **Pomellato** have all named K-Pop entertainers as new house faces. As consumer demographics skew toward young millennials and Gen Zers, plus the addition of select Eastern cities in key markets reopening and emerging, luxury appears to seek favor with portions of the global population who show a penchant for the musical variety.

"[Suga of South Korean boy band BTS] is a multifaceted artist; he is an interpreter and uses his talent and his work to express himself with energy and authenticity," said Pierpaolo Piccioli, creative director of **Valentino**, in a statement concerning the house's appointment.

"He perfectly embodies everything that DI.VA.s testimonials stand for: diversity, inclusivity, creativity and passion," Mr. Piccioli said. "We are happy to have him aboard and I am sure that we will do a lot of beautiful things together."

Authenticity reigns supreme

All three brands have separately offered the appeal of their celebrity representatives' authenticity and connection to younger consumers as the rationale for respective appointments.

This wave marks a sure shift in the luxury narrative, as the industry moves toward the inclusion of global voices.



As Suga makes waves in the industry, luxury brands are noticing. Image courtesy of Valentino

Valentino is among the latest to do so, with the appointment of BTS singer Suga, full name Min Yoon-gi, as brand ambassador. Messaging centered on the performer's "authenticity and individuality," praising the talent for "embodying Maison values."

Mr. Yoon-gi is now to be the face of Valentino's recently-launched Essential line, in addition to attaining the title of "DI.VA." Coined by the brand, the term marks an individual who holds "different values."

"All individuals have different dreams and values," Mr. Yoon-gi said, in a statement. "Maison Valentino and creative director Pierpaolo Piccioli have been supportive of diversity which is something that I also believe in."

"I am happy to be joining DI.VAs and to collaborate on this amazing campaign with Maison Valentino Essentials."

Givenchy has also decided to get on board, naming K-Pop star Taeyang of the group Big Bang as its newest ambassador. He is the first Korean male artist to be named a Givenchy ambassador.



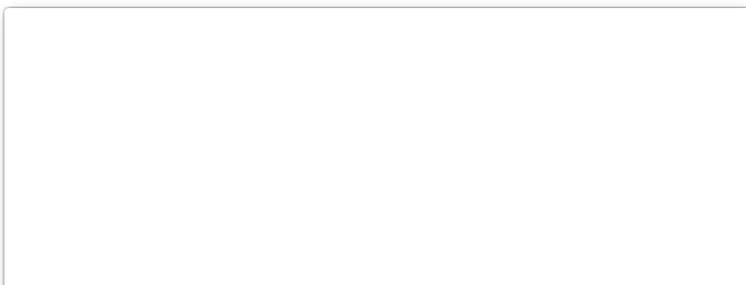
Taeyang is popular in the world of K-Pop, collaborating with other famous faces such as Jimin. Image credit: Givenchy

Taeyang, full name Dong Young-bae, has been with Big Bang since 2006. His band was among the first K-pop groups to make global headlines, achieving worldwide popularity.

The triple threat has since released well-received solo albums, and worked with BTS singer Jimin recently recruited as the newest ambassador for French fashion house Dior ([see story](#)) on his single "Vibe."

Krystal Jung of the K-Pop girl band "f(x)," is another star to join luxury's ranks, as Pomellato has appointed the star to a similar role. Ms. Jung is the company's first female Korean ambassador.

The brand lauds her for her achievements in the creative world. Pomellato also highlighted her strength and identity as an authentically-minded woman in the announcement. In a series of debut social posts, Krystal is adorned with Pomellato pav diamonds, presenting the craftsmanship and lavish offerings of the brand she now represents.



[View this post on Instagram](#)

A post shared by Pomellato (@pomellato)

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