

COMMERCE

K-Pop star kicks off Louis Vuitton ambassadorship, lends brand impressive social boost

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j-hope, member of global K-Pop sensation BTS, rocks Louis Vuitton's latest fall/winter 2023 menswear collection as the house's new ambassador. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Having just debuted a new representative, French fashion house **Louis Vuitton** is already realizing a digital return on investment.

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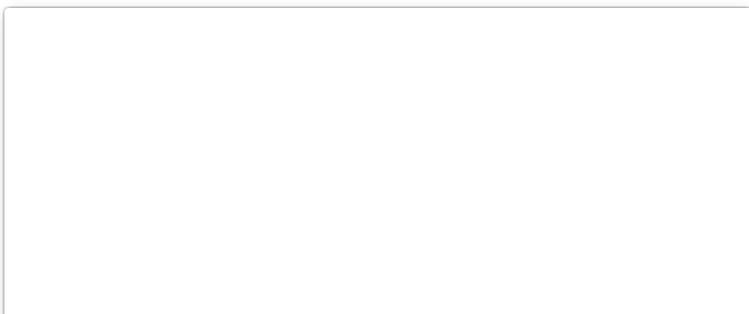
South Korean singer-songwriter Jung Ho-seok, known to the world as j-hope of global K-Pop sensation BTS, is the maison's latest brand ambassador selection. In the announcement's aftermath, a trio of social posts has garnered millions of "likes" in just a few short hours, an update that previews the power of the singer's reach.

Fandoms fly

Louis Vuitton has taken to the social sphere, going live with the news via a series of three Instagram pushes.

The set of posts that lift j-hope as house ambassador sees the rapper and record producer rocking looks from Louis Vuitton's latest fall/winter 2023 menswear collection.

Online engagement has already begun to skyrocket at time of publish, his content has accrued 8.3 million "likes" collectively, with the first of the bunch surpassing Louis Vuitton's most popular proclamation of the new year ([see story](#)) proving the power of luxury partnerships of this nature.



[View this post on Instagram](#)

A post shared by Louis Vuitton (@louisvuitton)

Post-announcement of an indefinite group hiatus to focus on solo stints in 2022, j-hope and his bandmates seem to have done just that.

A member of one of today's most popular acts, the talent himself made headlines with the release of a solo album in July of last year.

An accompanying performance at South Korea's Mnet Asian Music Awards (MAMA) on New Year's Eve, followed by the release of a documentary film detailing the process of album creation and distributed by streaming platform Disney+, have supported the project.

The newly-announced brand associate marks a particularly strategic move from the flagship label and follows a wave of luxury brands opting to put K-Pop stars out front ([see story](#)), to the delight of these individuals' very active fandoms.

Ambassadorship aside, much of the brand's design efforts of late cater to the musical cohort.

Inspired by the art of DJ-ing, plus the party scene of 1970s-era New York City, Louis Vuitton's limited-edition pre-spring 2023 capsule features two new treatments "Taurillon" denim and "Monogram Record" canvas. The campaign also unveiled a new distressed Monogram flower logo ([see story](#)).

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