

JEWELRY

Tiffany & Co. names K-Pop singer Jimin as newest brand ambassador

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The singer was also appointed as an ambassador to Dior in January of this year. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is the latest brand to lock into the power of the K-Pop fandom with the selection of its newest representative.

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South Korean singer and dancer Park Ji-min popularly known as Jimin is a longstanding member of supergroup BTS, and is now a new face of the luxury brand. With this appointment, Tiffany acknowledges the singer's unique style and global profile.

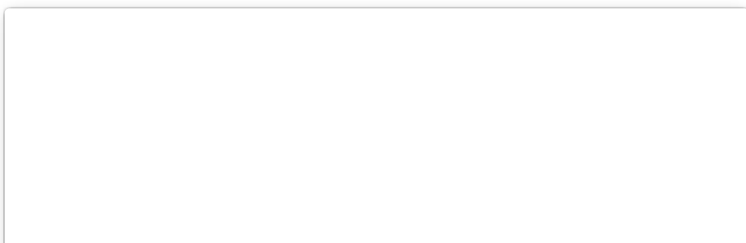
"We are looking forward to welcoming multifaceted artist and performer Jimin of BTS as our newest house ambassador," said Alexandre Arnault, executive vice president of product and communications at **Tiffany & Co.**, in a statement.

"He embodies the energy, style and sense of modernity that epitomizes Tiffany and Co.," he said. "We are proud and incredibly excited to unveil our future campaigns with him launching later this spring."

Popular singers

Luxury has been reaching out to the Korean Pop community with both hands recently, announcing several new ambassador appointments in the early months of 2023 alone.

This is Jimin's second ambassador post in less than two months' time, having signed on to work with French fashion house Dior in January, ahead of men's fashion week. In fact, he is the seventh member of BTS to work with the brand ([see story](#)).



[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

Italian fashion house Fendi appointed Yujin, lead singer of the all-girl group Ives, as its newest face in January. The singer was prominently featured in the brand's spring/summer 2023 campaign.

Just last week, Jimin's BTS bandmate, Jung Ho-seok, known to the world as j-hope, was named as French fashion house Louis Vuitton's latest contracted talent. The announcement was made via three Instagram posts showing the singer in looks from the brand's latest fall/winter 2023 menswear collection, and receiving an influx of millions of "likes" in the aftermath ([see story](#)).

This is not Jimin's only new gig.

The singer recently announced the release of his album, *Face*, which marks the start of his solo career.

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