

COMMERCE

Dolce & Gabbana pulls new regional brand ambassador from K-pop realm

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South Korean singer Doyoung lends his likeness to the house via a brand ambassadorship active in the South Korean and Japanese markets. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana** is amplifying a regional appointee with global appeal.

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The label has unveiled a new brand ambassadorship with Kim Dong-Young, a member of K-pop group NCT better known by his stage name, Doyoung. Citing music as a source of ongoing design inspiration, Dolce & Gabbana's appointee will remain active amid the South Korean and Japanese markets.

"I'm truly excited to become part of the great Dolce & Gabbana family," said Doyoung, in a statement.

"I feel a strong connection that can give birth to a powerful synergy between me and the brand. I can't wait to see what we'll create together."

Doyoung x D&G

As the brand marks the start of a creative journey with an entertainment star, Dolce & Gabbana is looping audiences in on its latest representative.

Sharing the news via a campaign termed "#DGxDOYOUNG" across socials, Doyoung centers the floor of a photoshoot.

Imagery aside, the set is used as the background of an accompanying video release.

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South Korean boy band NCT debuted in January 2016. Currently, Doyoung's mega-group includes 23 members, each relegated to one of five subgroups the South Korean singer, actor and host performs with "NCT U" and "NCT 127."

Though various NCT members have courted the likes of Italian fashion brand Prada and French fashion houses Dior and Louis Vuitton, oftentimes documenting engagements **vlog-style** for the consumption of their respective K-pop fandoms (**see story**), Doyoung has reportedly snagged a spot as Dolce & Gabbana's first brand ambassador for the Japan and Korea region.

Doyoung, the global K-pop sensation from NCT is the new [#DolceGabbana](#) Ambassador.

"I'm truly excited to become part of the great Dolce&Gabbana family. I feel a strong connection that can give birth to a powerful synergy between me and the brand" [#DGxDOYOUNG](#)
pic.twitter.com/nUkThMX1MB

Dolce & Gabbana (@dolcegabbana) [May 9, 2023](#)

Marking a styling highlight with sustainable flair, the talent sports a collared shirt from Dolce & Gabbana's Men's [Re-Edition Collection](#) in campaign stills. The spring/summer 2001 selection has been refurbished for spring/summer 2023.

This same outfit sees Doyoung going against the menswear grain, wearing the brand's embossed logo box bag in white while showcasing the line's logo-centric styles, wherein a reverse embossment of sorts takes shape by way of a remixed, quilted motif with 3D-effect. The seasonal release is listed on [Farfetch](#) for \$1,445.

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