

COMMERCE

## Givenchy debuts Matthew Williams-approved ambassador

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*Givenchy has joined forces with none other than Saitama-born actress and model Nanao Arai, who now serves as the brand's Japan ambassador. Image credit: Givenchy*

By LUXURY DAILY NEWS SERVICE

The creative director of LVMH-owned fashion house Givenchy is a big fan of the house's newest voice.

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The brand has joined forces with none other than Saitama-born actress and model Nanao Arai. Named Givenchy's Japan Ambassador, the 34-year-old stars in a series of black-and-white visuals announcing the appointment.

"I really admire Nanao for her professional versatility as well as her personal energy and style," said Matthew Williams, creative director at [Givenchy](#), in a statement.

"She will make an ideal Japan Ambassador."

Nanao x Givenchy

Signed to Japanese talent agency Platinum Production, Givenchy's representative goes by "Nanao." She makes history as the first Japanese actress appointed to an ambassador role, captured in a set of black-and-white images by a friend, Singaporean photographer Leslie Kee.

Priced at \$3,320, Ms. Arai wears the brand's [Pleated U-Lock Blazer](#) in one campaign still. Another standout involves Givenchy's [Ribbed knit 4G tank top](#), which has been styled with a high-waisted [leather skirt](#) selection – the combo retail for \$560 and \$4,100, respectively.

Givenchy is pleased to announce the appointment of [@NANA01028](#) as new Japan Ambassador. [pic.twitter.com/mBz3wljJ4](https://pic.twitter.com/mBz3wljJ4)

Givenchy (@givenchy) [May 19, 2023](#)

Amid a final post, the talent dons a [Cape jacket in wool and mohair](#), priced at \$3,000.

Of Givenchy's latest marketing effort, a video posted to the influential figure's personal account is among a limited number of public-facing assets currently available. As far as separate luxury players are concerned, local appointments certainly seem to be trending.

Just last week, Italian fashion house Dolce & Gabbana amplified a regional entertainer with global appeal, unveiling a new brand ambassadorship with Kim Dong-Young, a member of K-pop group NCT better known by his stage name, Doyoung ([see story](#)). Before this, French leather goods and accessories brand [Longchamp](#) teamed up with singer and actress Kim Se-Jeong for an ambassadorship pertaining to APAC ([see story](#)).

"I am very honored to be appointed as Givenchy's new Japan Ambassador," said Ms. Arai, in a statement.

"Givenchy is a timeless brand that elevates me as a woman and an actress," Ms. Arai said. "I am very much looking forward to collaborating with the House on my personal expressions of elegance, which I consider a very important, key theme whether I am in front of the camera or not."

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