

COMMERCE

K-pop star slots in as first-ever global male ambassador at Ferragamo

May 30, 2023



Jeno's appointment marks a milestone for the brand. Image credit: Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion house Ferragamo has officially added South Korean rapper Lee Je-no to its ranks.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Best known by the stage name "Jeno," the artist hails from luxury-favorite K-pop group NCT. Jeno's appointment marks a milestone for Ferragamo, as he becomes the brand's first global male ambassador.

"We're driven by the same passion in our creativity and feel fortunate to have him join Ferragamo," said Maximilian Davis, creative director at **Ferragamo**, in a statement.

Fan fare

An exciting announcement arrives on the last Monday in May. According to Ferragamo, tapping Jeno strengthens an existing connection between the two parties.

The singer previously attended related events and presentations throughout 2023, appearing front row at Mr. Davis' fall/winter 2023 showcase during Milan Fashion Week back in February.

"I am very excited to create a synergy with the brand and [am] looking forward to disclosing our future projects," said Jeno, in a statement.

K-POP ARTIST **#JENOLEE** FROM **@NCTsmtown** JOINS FERRAGAMO AS THE BRAND'S FIRST GLOBAL MALE AMBASSADOR. pic.twitter.com/48w6gN5gNM

FERRAGAMO (@Ferragamo) **May 29, 2023**

In honor of the working relationship, Jeno is captured in a curated set of looks from the label's pre-fall 2023 collection associated photos, additionally featured on Ferragamo's [site](#), have reached social media spheres far and wide.

The 23-year-old brings loyal fanbase to Ferragamo's table, as K-pop continues to surge in popularity throughout the world.

Luxury brands have long taken note, bringing other stars from the genre on board. Jeno's bandmate Doyoung recently slotted in as Italian fashion house Dolce & Gabanna's latest appointee ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.