

COMMERCE

## Dior signs Thai actors as regional ambassadors

June 23, 2023



*The engagement centers on the brand's menswear collections. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is adding two new faces to a growing roster.

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

According to a **WWD** exclusive, the house has selected Thai actors Phakphum Romsaithong, known by the stage name Mile, as well as Nattawin Wattanagitiphat, or Apo, for nationwide brand ambassadorships. Regarding luxury representatives carrying influence and appeal across APAC, Dior's regional appointments offer a twist in a trend that sees Chinese A-listers and K-pop stars ascending to the top of the list.

Dior duo

The dual promotion of Thai romantic drama "KinnPorsche"'s costars is a local one.

By way of the burgeoning relationship, Mr. Romsaithong and Mr. Wattanagitiphat will represent the maison's menswear collections in the market. Both attended Dior's latest fashion week presentation, appearing front row.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Despite diversifying, Dior is not shy when it comes to employing popular cultural forces. The company named Jimin of K-pop boy band BTS to a global brand ambassador position at the top of the year ([see story](#)), and continues to welcome other male entertainment figures onto the scene.

Dior added American actor Caleb McLaughlin of "Stranger Things" to its beauty lineup in May 2023 ([see story](#)), in one of the star's first major beauty deals.

---

© 2023 Napean LLC. All rights reserved.

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