

COMMERCE

Moschino appoints Esther Yu as ambassador

July 3, 2023



The label is adding to the sea of names representing houses throughout the fashion industry as the overarching wave of ambassador appointments continues. Image credit: Moschino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Moschino** is welcoming a new house representative.

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Tapping Chinese actress, musician and entertainer Yu Shuxin, known publicly as Esther Yu, the maison is bolstering its list of well-known talent in the ever-growing APAC market. The new brand ambassador is a former member of China's girl group THE9.

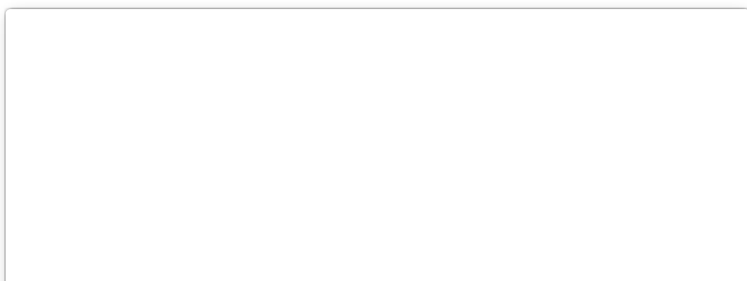
"Moschino's fashion attitude has always resonated with me, and their unwavering commitment to innovation sets an exceptional industry standard," said Ms. Yu, in statement.

"I am deeply honored to collaborate with the brand as house ambassador, and eagerly anticipate creating exciting moments together."

The great wave

Now a "Moschino Muse," the 27-year-old singer and current star of the small screen is adding to her diverse repertoire of experience.

Most known for her roles in hit Chinese television shows "Find Yourself," "Moonlight" and "Love Between Fairy and Devil," Ms. Yu brings with her name recognition and a wide range of fans across the APAC region to the Italian brand in the APAC region. She joins a long list of celebrities who represent the maison, including American actor Hailee Steinfeld, German-American model Heidi Klum and American rapper Megan Jovon Ruth Pete, known by her stage name, Megan Thee Stallion.



[View this post on Instagram](#)

A post shared by Esther Yu (@estheerrrr)

For the start of her ambassadorship, she sports the label's pre-fall 2023 campaign pieces as a part of its marketing push. In an Instagram post announcing the news, she can be seen wearing a collared wool and cotton poplin dress, which retails for \$2,135.

Other items in the collection include a similarly pinstriped wool shawl and oversized suit jacket alongside a "Heart Lock" calfskin shoulder bag, priced at \$1,060, \$1,995 and \$1,100, respectively.

In another push into APAC on the part of European luxury brands, Dior recently appointed Thai actors Phakphum Romsaithong and Nattawin Wattanagitiphat, better known as Mile and Apo, to regional ambassador positions ([see story](#)).

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