

COMMERCE

Jimmy Choo announces K-pop star as global brand ambassador

August 2, 2023



The appointment of Mi-Yeon Cho comes as a part of Jimmy Choo's top priority to expand into the Asian market. Image credit: Jimmy Choo

By LUXURY DAILY NEWS SERVICE

British footwear label Jimmy Choo has brought in a representative from a key region of growth.

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Korean pop star and actor Mi-Yeon Cho, best known as simply Mi-Yeon, of the girl group (G)I-DLE and former member of Blackpink, is the maison's newest global brand ambassador. The appointment grants the brand a larger presence in the ever-important APAC region.

"Mi-Yeon is magnetic," said Sandra Choi, creative director at **Jimmy Choo**, in a statement.

"From her musical talent to her captivating performances and inimitable personal style, she truly embodies the confident, playful spirit and creative energy of Jimmy Choo," Ms. Choi said. "We are thrilled to have Mi-Yeon join our global Jimmy Choo community."

Expansive appeal

Ms. Cho's entrance comes as a part of Jimmy Choo's expansion within the Asian market.

The actor and singer's group has an audience of 12 million monthly listeners on the music streaming service Spotify, with Ms. Cho's solo recording garnering a listenership of nearly 290,000 per month on the same platform.

The K-pop star also brings along an Instagram following of 4.4 million over a third of Jimmy Choo's total making the appointment potentially lucrative.

Jimmy Choo announces Korean K-Pop sensation Mi-Yeon of (G)I-DLE as Global Brand Ambassador. [#JimmyChoo](#) <https://t.co/HtW4jwURTf> pic.twitter.com/VmTAAJufgK

Jimmy Choo (@jimmychoo) [August 1, 2023](#)

"I am excited and honored to be joining the Jimmy Choo family as a global ambassador," said Ms. Cho, in a

statement.

"I love the joy and glamour of the collection; I feel more confident when I am wearing Jimmy Choo," Ms. Cho said. "I can't wait to share the beautiful campaign we worked on."

A full campaign starring the K-pop sensation and featuring the maison's autumn 2023 collection is set to release on Aug. 30, 2023.

Earlier this year, the label celebrated the 30th anniversary of the anime series "Sailor Moon" with a capsule based on the show's five main characters in another attempt to gain a greater foothold in the APAC region ([see story](#)).

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