

APPAREL AND ACCESSORIES

## Dior onboards all five members of K-pop band as brand ambassadors

August 11, 2023



*Creative director Kim Jones designed TXT's for a Lollapalooza festival performance in Chicago on Aug. 5. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is crowning five new faces.

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The label is tapping all members of South Korean boyband Tomorrow x Together, or TXT, as commonly called, for new brand ambassador roles. In honor of the relationship, Dior's creative director Kim Jones designed the group's looks for a Lollapalooza festival performance in Chicago on Aug. 5, 2023.

Dior x TXT

Headlining the summer musical event, TXT donned custom outfits, though still reminiscent Mr. Jones' pre-fall 2023 collection for Dior.

The activation acted as a teaser, preceding Dior's official partnership announcement on social media. The bespoke styles enhanced the group's 20-song set as they partook in a historic moment TXT is the first Korean band to headline Lollapalooza.

The concert also included the premier instance of a K-pop girl group performing, with NewJeans coming to the United States' stage for the first time.

NewJeans member and Vietnamese-Australian singer Hanni appeared in Italian fashion label Gucci's Horsebit 1955 campaign back in March 2023 ([see story](#)).

Check out these powerful images of new Dior ambassadors [@TXT\\_BigHit](#) at the [@Lollapalooza](#) festival in Chicago, with band members [#SOOBIN](#), [#YEONJUN](#), [#BEOMGYU](#), [#TAEHYUN](#), and [#HUENINGKAI](#) embodying the individuality and timeless spirit of Dior style in custom looks by Kim Jones. [pic.twitter.com/fLNoWkwfFg](https://pic.twitter.com/fLNoWkwfFg)

Dior (@Dior) [August 10, 2023](#)

Now, TXT members Choi Soo-bin, Choi Yeonjun, Choi Beom-gyu, Kang Tae Hyun and Kai Kamal Huening, more commonly known as Soobin, Yeonjun, Beomgyu, Taehyun and Hueningkai, join Dior's celebrity family.

The maison has not been shy as far as promoting the K-pop community is concerned, turning to the collective for various ambassador appointments, as other luxury houses follow suit ([see story](#)).

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