

COMMERCE

Louis Vuitton appoints K-pop star Felix as house ambassador

August 22, 2023



The talent joins an ever-growing wave of K-pop acts representing luxury brands. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is enlisting the aid of a new affiliate.

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Australian-born entertainer Felix Lee, known as "Felix," is the house's latest ambassador appointee. A member of the Korean boy band Stray Kids, the talent joins an ever-growing wave of K-pop acts representing luxury brands.

"I am thrilled that Felix is joining Louis Vuitton as House Ambassador," said Nicolas Ghesquire, artistic director of women's collections at **Louis Vuitton**, in a statement.

"I discovered Felix when I presented my prefall collection in Seoul," Mr. Ghesquire said. "It instantly clicked between us.

"He is really talented, I love his energy, his unique personality and his audacious sense of style."

Affiliate appeal

Having attended Louis Vuitton's first-ever showcase in South Korea this spring, the rapper, dancer and singer-songwriter began building a strong rapport with the luxury leader prior to the announcement.

The multihyphenate also joined Louis Vuitton as a guest of the maison's most recent resort wear runway display, held on the Italian island of Isola Bella.

Mr. Lee clearly has an established relationship with his new employer, additionally opting to wear the label during a performance at the music festival Lollapalooza Paris in June 2023.

Felix for Louis Vuitton. The Maison is pleased to welcome the **@Stray_Kids**' band member as House Ambassador. "I am thrilled that Felix is joining Louis Vuitton I love his audacious sense of style." **@TWNGhesquiere#Felix #StrayKids #LouisVuitton**

Photo Credits: **@ELLE_KOREA pic.twitter.com/QKelCDh6r1**

Louis Vuitton (@LouisVuitton) [August 22, 2023](#)

The K-pop star's presence in any upcoming brand activations will grant Louis Vuitton an abundance of eyes.

Stray Kids garners 8.2 million monthly listeners on Spotify and Mr. Lee posts to an audience of more than 470,000 followers on Instagram.

Last month, fellow bandmate Hyunjin was named a global brand ambassador for Italian fashion label Versace ([see story](#)).

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