

COMMERCE

## Bally selects K-pop star as global brand ambassador

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Partnering with the brand is 26-year-old Lee Seok-min, more widely recognized as DK, a member of the South Korean boy band Seventeen. Image credit: Bally

By LUXURY DAILY NEWS SERVICE

Swiss apparel and accessories label Bally is appointing a young star as the newest member of the company family.

Joining the brand as a global ambassador is 26-year-old Lee Seok-min, more widely recognized as DK, a member of the K-pop group Seventeen. As the singer and performer begins his term as a Bally representative, he brings with him an enthusiastic fan base and a profitable career in his industry.

"We are proud to welcome the multifaceted performer DK of the iconic band Seventeen as our latest global brand ambassador," said Nicolas Giroto, CEO of [Bally](#), in a statement.

"His modern sense of style and warm character are perfectly in sync with Bally's values."

Making and breaking records

Selling 4.55 million copies of *FML* within the first week of its release in April 2023 according to *Forbes*, DK and his bandmates have already seen their EP become one of the biggest launches of the year.

In July, the South Korean boy band earned the title as the first in history to sell more than 6 million album copies.

Those numbers have kept climbing, and are indicative of what Bally stands to gain from the genre's influence by way of the partnership.

*DK is Bally's latest brand ambassador*

K-pop as a whole has become wildly popular around the world in recent years, leading to luxury brands across the board including French fashion house Louis Vuitton ([see story](#)) and U.S. jeweler Tiffany & Co. ([see story](#)) naming their own brand ambassadors from the musical universe.

Due to the success of Seventeen, DK is not even the only member of the act within the last month that has been tapped by the powers that be among this fashion tier ([see story](#)).

"I am incredibly honored to be appointed Bally's Ambassador and embody the values of a brand that has a passion for artistry, excellence and innovation," said DK, in a statement.

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