

COMMERCE

Balenciaga makes ambassadorship with actress Michelle Yeoh official

November 10, 2023



The actress is the face of the brand's spring/summer 2024 campaign. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is welcoming an Academy Award-winning talent to the family.

Announced Nov. 9, Malaysian actress Michelle Yeoh has been named brand ambassador, the official appointment coming after several collaborations with the team. The 61-year-old performer joins acts including French superstar Isabelle Huppert, the boomers of international renown now both representing Balenciaga worldwide.

"I am thrilled to join Balenciaga as a brand ambassador," said Ms. Yeoh, in a statement.

"For me, fashion is a form of art; it's not just about a dress but about self-expression, how you feel in the dress, and the values you embody wearing it; it is a way to communicate my work and who I am to the world," she said. "Wearing Balenciaga makes me value the artistry and craftsmanship behind every piece.

"The brand embodies a sense of originality and relevance while always remaining true to its heritage as a couture atelier, it is an honor to partner with Balenciaga."

Familiar face

A seasoned veteran of the film and television world, Ms. Yeoh garnered new levels of critical acclaim for her role in the 2022 film "Everything, Everywhere All at Once," receiving an Oscar, Golden Globe and SAG Award for her work.

Balenciaga on a global stage as the first Asian professional to win an Oscar in a lead acting category takes to the global stage yet again with her commitment: this season, the actress is the face of the brand's spring/summer 2024 campaign.



To commemorate the occasion, the Academy Award-winning actress poses for a portrait captured by British photographer Platon. Image credit: Balenciaga

Ms. Yeoh, who has broken barriers, lends some of this esteem to Balenciaga. The starlet's connection to the luxury label has seemingly been in place for some time.

Last year, Ms. Yeoh sat front row at house creative director Demna Gvasalia's Paris couture presentation, repeating the cycle in 2023, and even hitting the red carpets of Cannes International Film Festival in said clothes.

As part of the event, the ambassador was honored with Kering's Women in Motion Award in May 2023 ([see story](#)), deepening ties with the brand's parent company while wearing Balenciaga couture selections exclusively.

The new face of Balenciaga has appeared on screens across markets over the course of the last four decades.

Making the cut of movie and TV casts featured in multiple countries, Ms. Yeoh went from receiving praise as a Hong Kong action staple to starring in Chinese blockbusters, becoming one of the most in-demand names in Hollywood.

To commemorate the occasion, the Academy Award-winning actress poses for a portrait captured by British photographer Platon.

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