

COMMERCE

Actor Jamie Dornan fills ambassador role at Loewe

January 9, 2024



The company has granted Irish actor Jamie Dornan an official title, naming the talent a global brand ambassador. Image credit: Loewe

By LUXURY DAILY NEWS SERVICE

Spanish fashion label **Loewe** is inching further into the world of entertainment.

After appearing in a number of its recent marketing releases, the company has given Irish actor Jamie Dornan an official title, naming the talent a global brand ambassador. The face of Loewe's fall/winter 2023 ads will find himself at the center of a similar promotion, starring in an upcoming men's campaign launching Jan. 12.

Kicking off and taking names

Mr. Dornan is best known for his leading role in the 2015 film adaptation of "Fifty Shades of Grey." Before taking over the franchise, the multi-hyphenate, also a model and musician, spent time on the small screen, playing supporting characters on shows such as the ABC network's "Once Upon A Time."

The breakout's involvement with luxury has remained level despite a steadily rising profile.

Welcome to the LOEWE family. Actor Jamie Dornan joins as our new Global Brand Ambassador.

Find out more on: <https://t.co/ZQm6uDQvFJ> #LOEWE pic.twitter.com/AWDGQRXoA1

LOEWE (@LoeweOfficial) January 8, 2024

Over the past decade, leaders at names such as German fashion label Boss have tapped Mr. Dornan, associating their products with his sensual public image ([see story](#)).

The entertainer now displays a softer side. Pictured in front of a pink surface, the frame accompanies Loewe's latest announcement, landing in line with his former house engagements.

LOEWE Fall Winter 2023 men's campaign featuring Jamie Dornan.

See the campaign: <https://t.co/WvcUNLcVqh#LOEWE> pic.twitter.com/nVhNU4qpzp

LOEWE (@LoeweOfficial) July 25, 2023

British fashion photographer David Sims captured Mr. Dornan for the fall/winter 2023 effort, pushed live in July 2023. The creative got behind the lens once again to deliver a set of shots arriving on Friday.

This time around, Mr. Dornan wears the brand's spring/summer 2024 men's collection, further inaugurating his working commitment.

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