

APPAREL AND ACCESSORIES

Valentino extends K-pop's reign over luxury with 'Narratives'

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Suga wears Valentino's spring/summer 2024 collection for men in a new campaign. Image courtesy of Valentino

By EMILY IRIS DEGN

Italian fashion house Valentino is promoting its spring/summer 2024 men's collection with visions of paparazzi and celebrity.

Extending the hold that K-pop has had on luxury advertising, the label has tapped South Korean rapper Min Yoon-gi, better known as Suga of BTS, for a new campaign. Fame sets the tone for the push, titled "Narratives," as the spot consists of scenes showing the star wading through screaming fans, lounging in-car as crowds cheer from outside and getting interviewed, all while wearing Valentino.

Framing fashion with fame

Suga's reputation holds its own in the maison's latest video.

Over the course of roughly 30 seconds, classic representations of fame's trials and tribulations make up the film's composition, from clicking cameras to studio arrivals and crowds banging excitedly on tinted windows.

This is all captured by American photographer and director Theo Wenner -- the frequent luxury collaborator has worked with the house in the past ([see story](#)). Pierpaolo Piccioli, creative director at Valentino, also guided the visuals.

The campaign tells "the interior story of celebrity," providing consumers with an inside look at what it means to be famous today.



Suga's appeal with Gen Z and other luxury audiences is now granted to Valentino's latest collection. Image courtesy of Valentino

Though the shots are classic in many ways, as well-known figures are often mobbed by fans and paparazzi alike, these images were taken in the streets of Seoul. Being the capital of the rapper's home nation, the setting brings a personal element to the excerpt.

Suga's individual style and relationship with his fans are also uniquely involved. Granting access to his everyday life, filled with high-profile moments, viewers can find Valentino apparel placed throughout the engagements.

Formalwear items, suits with shorts, the Valentino Garavani Loc Bag and Valentino Garavani One Stud Sneakers are just some of the products shown. These pieces are stated as echoing their famous wearer's "free and romantic attitude."

The collection can be found [online](#) and is also now available in-store.

Kicking it with K-pop

Embodying the maison's remixed masculinity codes, Suga's presence nods to the future of luxury.

The musician has been a Valentino DI.VA, or ambassador, since January of last year. The brand gives this title to those deemed "characters of codes and inner values," who are said to embody a "cultural comeback."

Suga is hailed by the brand as the voice of his generation and is celebrated in the campaign for his modernity. It seems that the lucrative nature of his genre is still in view, as far as the sector's marketing efforts are concerned.

Valentino presents the newest menswear campaign

Last year saw a continued boom in the number of K-pop talents enlisted as ambassadors and campaign participants. Suga's bandmate Jung Ho-seok, who performs under the stage name J-Hope, is among them.

Working with French fashion house Louis Vuitton, the singer and dancer was pictured in its fall/winter 2023 effort. Like this latest venture with Valentino, contemporary looks appeared on screen ([see story](#)).

Fellow K-pop band Big Bang has also engaged on a similar basis with a main member starring in French fashion house Givenchy's fall/winter 2023 digital marketing scheme ([see story](#)). From the group Stray Kids, Hwang Hyunjin, known to the public as Hyunjin, was named a brand ambassador of Italian fashion label Versace in July of that same year ([see story](#)).

Female figures from the musical arena have risen to the top a bit quicker, slotting into advertisements and getting added to representative rosters readily ([see story](#)), continuously proving that K-pop's frenzy is far from over.