

FRAGRANCE AND PERSONAL CARE

# La Mer appoints first male brand ambassador

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Taiwanese singer and musician Jay Chou promotes La Mer's anti-aging Treatment Lotion and Hydrating Infused Emulsion. Image credit: La Mer

By LUXURY DAILY NEWS SERVICE

Este Lauder Cos.'s **La Mer** is giving Taiwanese singer and musician Jay Chou a new gig.

The 45-year-old bestselling artist "King of Mandopop," or Mandarin popular music, is the luxury skincare brand's first-ever male ambassador. In his first engagement as a representative of the label, the star is promoting La Mer's Treatment Lotion and Hydrating Infused Emulsion in a campaign.

## New horizons

With more than 30 million records sold, Mr. Chou has proven to be an incredibly popular talent.

In a new advertising feature, the newly-appointed ambassador is pictured next to La Mer's "age-defying duo" of products. Released this week, assets are now live.

[View this post on Instagram](#)

A post shared by LA MER (@lamer)

Dubbed the “King of Mandopop” by his fans, the singer has also inked deals with German luggage brand Rimowa and French apparel label Dior, appointed to both positions within the last six months.

Now, he joins South Korean actress Jun Ji-hyun, Cuban-Spanish actress Ana de Armas and Malaysian actress Michelle Yeoh at La Mer, a brand that remains key to its parent company portfolio.

During the last three months of 2023, overall sales dipped 7 percent y-o-y at the U.S. beauty group, Lauder Cos., with skincare down 10 percent in the face of a rocky travel retail market.

However, powered by its hero product franchises, global commercial activations and holiday campaigns, net sales from ultraluxury skincare brand La Mer increased in every geographic region, according to executives ([see story](#)).

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