

COMMERCE

Three global talents join Piaget Society

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Thai actor Apo Nattawin, British model Ella Richards and South Korean entertainer Lee Jun-Ho star in a new campaign from Piaget. Image credit: Piaget/Ben Hassett

By LUXURY DAILY NEWS SERVICE

Swiss jeweler **Piaget** is entering new territory with existing celebrity ties, refurbishing a few group members' titles.

The brand is ushering Thai actor and model Apo Nattawin, South Korean singer and actor Lee Jun-Ho and British model Ella Richards into official ambassadorships. Mr. Jun-Ho and Mr. Nattawin, who became the first-ever friend of the house for the South Asia region last year, are now global Piaget ambassadors while Ms. Richards, granddaughter of English rock legend Keith Richards, slots into a leading role, becoming the maison's main face.

Global appeal

Each of the chosen talents brings an established audience with them.



Mr. Jun-Ho included, each of Piaget's ambassadors is younger than 35 years old, a move that could heighten interest from millennials and Gen Z. Image credit: Piaget/Ben Hassett

Between Mr. Nattawin's 4 million follower count on Meta's Instagram and Mr. Jun-Ho's spot in South Korean boyband 2PM the group receives nearly 1 million monthly listeners on digital music streaming platform Spotify the brand's opportunity to connect with audiences east of Switzerland expands.

With the appeal of a rock'n'roll muse, in the house's words, Ms. Richards takes after her grandfather, the lead guitarist of the famed English rock band The Rolling Stones. Piaget's "face of the maison," as she is called, now carves out a lane for herself

within the luxury space.



Separate and a step above the global ambassador appointments, Ms. Richards is now the face of the Piaget maison. Image credit: Piaget/Ben Hassett

Her placement follows a variety of legacy talents fronting campaigns, with Italian fashion house Armani being the latest to embrace a next-gen act ([see story](#)). The trio takes part in a new campaign shot by British photographer Ben Hassett, pictured as a part of the Piaget 150 marketing initiative.

Each of Piaget's chosen ambassadors is also younger than 35 years old, a move that could heighten interest from Gen Z and millennial consumers. Across the age spectrum, luxury spokesperson appointments have remained active recently.

Toyota Corp.'s Lexus ([see story](#)), Swiss watch manufacturer Zenith ([see story](#)) and Este Lauder Cos.'s La Mer ([see story](#)) have all come out with similar announcements over the course of the last month.

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