

COMMERCE

Fendi names Japan brand ambassador

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Mina began her career in 2015 as a member of the K-pop girl group Twice. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is attempting to further its reach in Asia.

Fendi has announced Japanese singer and dancer Mina, a member of the K-pop group Twice, as its newest brand ambassador. The label celebrated the regional appointment Mina will represent the brand in Japan with a campaign showcasing the entertainer with a piece from the new Peekaboo Soft Bag collection.

A diverse background

The video campaign places Mina before a neutral backdrop. She plays with her Peekaboo Soft Small handbag and viewers see two iterations of the accessory: one with fringe and one without.

The purse was first seen during the brand's fall/winter 2025 runway presentation in Milan.

Alongside the partnership with Fendi, Mina is the Japan ambassador for French jeweler Boucheron and a global ambassador for Japanese beauty label SK-II.

Singer and dancer Mina, a member of the K-pop group Twice, as its newest brand ambassador for Japan

Mina is one of nine members of Twice, which first debuted under the South Korean entertainment company JYP Entertainment in 2015. Alongside the singers Sana and Momo, she is also a member of the three-member girl group MiSaMo, which debuted in 2023.

The entertainer was born in Texas but raised in Japan; she now lives in South Korea. In May 2024, Fendi announced Pierre-Emmanuel Angeloglou as its new CEO ([see story](#)).
