

COMMERCE

Jimmy Choo appoints new global ambassador

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Chinese singer and actress Victoria Song is the new face of I Want Choo fragrance collection. Image credit: Jimmy Choo/Hekaituoyi

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

A new launch from British footwear label Jimmy Choo is making the rounds, thanks to a celebrity representative.

The brand's global ambassador, Chinese singer and actress Victoria Song, is also the face of I Want Choo, a fragrance collection initially launched in 2020. Shot in Shanghai by Chinese photographer Hekaituoyi, Ms. Song promotes the floral scents in a breakout marketing effort announcing the appointment, released this week.

"Victoria has been a friend of the brand for many years," said Sandra Choi, creative director of Jimmy Choo, in a statement.

"We have always admired her talent, energy and style and are thrilled to welcome Victoria as our global brand ambassador and face of our I Want Choo fragrance portfolio."

Dancing with the stars

The new campaign showcases the star as she prepares for a night out on the town.

"I am excited and honored to return to the Jimmy Choo family embarking on a new chapter as Global Brand Ambassador," said Ms. Song, in a statement.

Jimmy Choo presents its latest I Want Choo campaign

"I admire the joy, glamour and craftsmanship of the brand; I always feel confident and empowered when I am wearing Jimmy Choo."

Ms. Song is incredibly popular within her home country, garnering nearly 50 million followers on the Chinese social media site Weibo and more than 3.2 million fans on Instagram. She has worked with Jimmy Choo in various capacities in recent years, beginning in 2018, when she was named an ambassador for the Asia-Pacific region.

The musician's career began over a decade ago when she joined South Korean girl group F(x) in 2009. She went solo in 2020, the year the I Want Choo fragrance was released in stores, and began acting professionally shortly thereafter, building up a filmography comprised of over 20 projects, spanning the big and small screen.

Luxury brands have been active in cosigning talents with ties to the K-pop genre, with French fashion house Louis Vuitton recently adding Thai singer, rapper and dancer Lalisa Manobal, better known as Lisa from the girl band Blackpink, to its roster ([see story](#)).

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