

## Stray Kids' I.N Becomes Global Ambassador for Damiani Jewelry

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Stray Kids' I.N has officially been named global brand ambassador for Italian luxury jeweler Damiani. **Moreover**, this collaboration underscores his expanding influence in fashion.

### Debut Campaign Showcases Belle Époque Collections

I.N's debut campaign highlights Damiani's Belle Époque and Belle Époque Reel collections. **Photographed** by Stef Mitchell and directed by Christopher Simmonds, the visuals impress.

He appears in crisp white shirts and denim, elegantly layered with Damiani's exquisite jewelry. **Consequently**, the campaign blends modern styling with timeless elegance, appealing to global audiences.

### Two-Part Campaign Featuring International Icons

The campaign will release in two parts: the first with I.N, and the second later this season featuring supermodel Mariacarla Boscono. **Additionally**, her inclusion spotlights Damiani's high jewelry pieces in cinematic style.

I.N joins notable figures such as Jessica Chastain and Brad Pitt in representing Damiani. **Therefore**, his presence elevates the brand's global appeal and contemporary relevance.

### Strengthening I.N's Luxury Fashion Presence

This collaboration further solidifies I.N's growing status in the luxury fashion industry. **Furthermore**, it complements his role as a Bottega Veneta ambassador.

His association with Damiani positions him as a crossover star, merging K-pop influence with high fashion credibility.

**Ultimately**, I.N continues to break boundaries for Asian artists in international luxury markets.

### Global Influence

As Stray Kids prepares for their "dominate : celebrate" stadium encore concerts in Incheon this October, I.N's involvement enhances the group's visibility. **Moreover**, it showcases how K-pop idols increasingly intersect with global fashion campaigns.

The campaign also amplifies the band's international recognition, demonstrating their growing influence beyond music into luxury and style. **Consequently**, I.N becomes a symbol of global K-pop representation in fashion.

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