

Juicy Couture Names Angel Reese as Global Ambassador

Published on 08 Oct 2025 | By IFI Correspondent



Juicy Couture has officially announced that **Angel Reese**, two-time WNBA All-Star, will serve as its **global ambassador** and **creative collaborator**.

Finally this partnership, Reese also co-designs a capsule called “**Angel Couture**” and becomes the face of the brand’s **Viva La Juicy** fragrance.

Scope of the Partnership

In her new role, Reese’s responsibilities are double: ambassador and co-designer.

She will front the **Viva La Juicy** advertising and branding efforts.

Also, she will help shape the **Angel Couture** apparel line, bringing her own vision to Juicy’s signature styles.

Design Vision & Collection Highlights

Overall the Angel Couture collection reimagines Juicy Couture’s iconic elements from Reese’s lens.

Key features include:

- Updated **velour sets** with fresh cuts and styling.
- Graphic **baby tees** with bold prints.
- **Statement separates** that mix and match across the capsule.

Therefore designs reflect Reese’s sense of confidence, energy, and style, while staying rooted in Juicy’s signature DNA.

Remarks & Brand Sentiment

Reese said she “grew up loving the brand,” so having a hand in co-designing the collection feels deeply personal.

She also said Juicy Couture embodies fun, fashion, and confidence. Accordingly, she wanted Angel Couture pieces that feel “fearless, fun, and make you feel unstoppable.”

Juicy Couture sees this as a full-circle moment. Hence brand recognizes Reese’s influence in both fashion and culture.

Strategic & Cultural Relevance

This collaboration is significant for several reasons:

1. Merging Sports & Fashion:

Reese’s star power in sports gives Juicy Couture access to audiences beyond traditional fashion consumers.

2. Reinforcing Brand Legacy:

Often revisiting staple elements like velour, Juicy keeps its heritage alive while refreshing it via new design input.

3. Amplifying Brand Voice:

Since Reese's involvement helps project stronger authenticity and narrative—her personal style becomes part of the brand story.

4. Expanded Reach:

Thus the deal likely attracts both Juicy fans from earlier eras and newer demographic segments that admire Reese's journey.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.