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Loewe Names Song Kang as Global Ambassador

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Spanish luxury house **Loewe** has officially announced South Korean actor **Song Kang** as its latest global brand ambassador, marking a milestone in the brand's effort to blend fashion craftsmanship with modern pop-culture appeal.

A Natural Fit: Style, Screen Presence, and Craft

Loewe praised Song Kang's "powerful screen presence and memorable personal style." Thus positioning him as a figure who resonates strongly with a global, youthful audience. The actor echoed this sentiment, saying he has long admired Loewe's "innovative approach to craft and leather."

For his campaign images, Song Kang is styled in a black leather biker jacket paired over a knit top and striped blue pants. A combination that reflects Loewe's bold yet subtly playful aesthetic.

His appointment comes at a pivotal time for the brand. Earlier this year, Loewe's creative direction shifted under **Jack McCollough** and **Lazaro Hernandez**, who are steering the house toward a more intellectual, experimental, and craft-focused identity.

By bringing Song Kang on board, Loewe is reinforcing its commitment to merging traditional luxury with contemporary cultural icons.

Why This Partnership Matters

Loewe's selection of Song Kang underscores a significant shift in luxury branding: the convergence of high fashion and digital-era celebrity. By aligning itself with a prominent figure from the Korean entertainment world, Loewe is not just selling products. It is strengthening narrative and emotional connections with new audiences.

Moreover, Song Kang's enthusiasm for Loewe's craftsmanship suggests that this is more than a commercial deal — it's a creative collaboration.

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