

BTS's Jungkook Named Global Ambassador of Chanel Beauty

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Global superstar **Jungkook**, member of the South Korean boy band **BTS**, has been officially appointed as the **new global brand ambassador for Chanel's Fragrance & Beauty division**, marking a major crossover between K-pop influence and luxury fashion branding. The announcement by the iconic French fashion house highlights the 28-year-old artist's expanding role beyond music into global lifestyle and beauty spheres.

Chanel's leadership described Jungkook as someone who *"perfectly embodies the values and essence of the House,"* citing his creativity, passion and ability to inspire a new generation of consumers through his artistic expression and personal style.

A Partnership Rooted in Heritage and Modernity

In statements shared via media and social platforms, Chanel's **Thomas du Pré de Saint Maur**, Head of Global Creative Resources for Fragrance & Beauty, expressed excitement about the collaboration, noting that Jungkook's *bold creative spirit* aligns with the Maison's vision of blending timeless heritage with contemporary relevance.

Jungkook echoed this sentiment, describing the partnership as *"especially meaningful"* and emphasising his respect for Chanel's legacy while continuing to embrace new challenges in his own artistic journey.

From Music to Beauty Influence

Jungkook's selection by Chanel comes at a time when his global influence has never been stronger. The BTS member's solo career has soared in recent years, with chart-topping releases and high-profile artistic achievements that have helped expand his reach worldwide. His presence on major international magazine covers and cultural exhibitions further highlights his cross-sector appeal.

This isn't Jungkook's first major fashion partnership; he previously served as a global ambassador for **Calvin Klein**, showcasing his versatility as a fashion figure as well as a musician.

Chanel's decision to partner with Jungkook aligns with a broader trend in luxury marketing, where cultural icons from music and entertainment increasingly help shape brand narratives and consumer engagement. With beauty and fragrance markets becoming ever more competitive, collaborating with globally recognised influencers like Jungkook signals a strategic move to reach younger, diverse audiences while reinforcing Chanel's blend of heritage prestige and contemporary flair

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