



Fashion Scoops

Thai Tactics

Loewe has signed on Thai actor Tawan Vihokratana, nickname Tay, as its newest brand ambassador.

Foreshadowing his new relationship with the Spanish fashion house, Vihokratana attended Loewe's fall 2025 presentation in Paris, and took in its "Crafted World" exhibition in Shanghai.

"Collaborating closely with the brand has deepened my admiration for its artistry and inspired new paths of self-expression," Vihokratana

said in a statement shared first with WWD. "I've come to truly value the essence of art and craft that defines Loewe, and I'm excited to continue this meaningful journey as brand ambassador."

A model and TV host, too, Vihokratana is probably best known for his breakthrough performance in "Kiss: The Series" — which spawned spinoffs "Kiss Me Again" and "Dark Blue Kiss" — and the Thai adaptation of "Cherry Magic: The Series."

He is also a host of

popular television shows including "School Rangers" and "TayNew Meal Date." In 2020, he received the Maya Award for Best Official Soundtrack, and he was also distinguished with a Kazz Award for Rising Male Star of 2023, and the Japan Expo Actor Award this year.

He will be seen next in the television series "A Dog and a Plane," and a Thai adaptation of "Scarlet Heart," according to Loewe, which is owned by French luxury giant LVMH Moët

Hennessy Louis Vuitton.

Loewe's other current brand ambassadors are Giselle, Minsi Ko and Yang Mi.

Asian celebrities drove 86 percent of all celebrity-generated attention during Paris Fashion Week last March and sparked "massive conversation conversations across the region," according to Launchmetrics.

— MILES SOCHA

