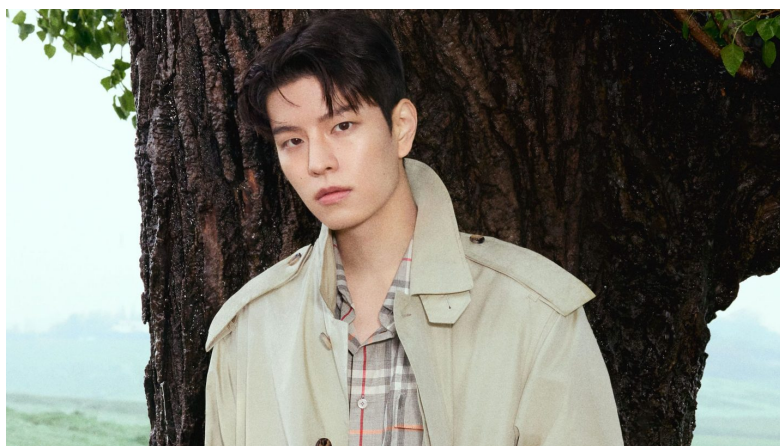




Stray Kids' Seungmin Is Burberry's Newest Brand Ambassador



Seungmin, a member of K-pop supergroup Stray Kids, is officially a Burberry brand ambassador, the luxury fashion house announced Tuesday.

Burberry's chief creative officer Daniel Lee extended a warm welcome to the vocalist with the announcement. "His passion and sense of style will make working together a lot of fun," Lee said in a release.

The luxury fashion house said in a release that Seungmin's authenticity, self-expression and innovative nature makes him a good fit for the brand. "It is an honor to join the Burberry family," the K-pop star said in a statement. "It's an iconic British brand with a rich heritage, and I love that connection. I'm excited to be part of its future."

The ambassadorship news comes on the heels of the 24-year-old's inclusion in Burberry's Festival campaign alongside Liam Gallagher, Goldie, Loyle Carner, Chy Cartier, John Glacier, Cara Delevingne, Alexa Chung, Lennon Gallagher, Molly Moorish-Gallagher and Gene Gallagher. The campaign's message was told "through the lens of 1990s Britain and the cultural movement of 'Cool Britannia,'" according to the house's website. Seungmin himself is no stranger to festivals having headlined multiple with Stray Kids including Lollapalooza and BST Hyde Park.



Seungmin of Stray Kids. Courtesy of Burberry

Seungmin is a vocalist in the eight-member K-pop group Stray Kids. The group — formed by Korean entertainment company JYP Entertainment — has topped the charts with several of their recent releases, including six Billboard 200 No. 1 albums. Their most recent release, *Hop*, earned them the distinction of being the first artist to have their first six charting albums debut at No. 1, according to *Billboard*.

. They are currently in the midst of their Dominate world tour, which landed in Los Angeles on May 31 and June 1 with two sold-out shows at SoFi Stadium.

In addition to their recent musical achievements, Stray Kids — comprised of members Bang Chan, Lee Know, Changbin, Hyunjin, Han, Felix, Seungmin and I.N — has made a strong push into the world of fashion in the last few years. The group has collectively starred in several Tommy Hilfiger campaigns and attended the 2024 Met Gala with the designer. Felix recently walked at Paris Fashion Week during Louis Vuitton's Fall Winter



2025 show, meanwhile Hyunjin has had a long relationship with Versace, even being referred to by Donatella Versace as “The Versace Prince.”

