



Fashion Scoops

Gucci Kid

Gucci will reveal Monday that it has named South Korean singer Lee Know as its latest global brand ambassador.

The appointment is a natural extension of the relationship between the member of K-pop sensation Stray Kids and the brand, since the artist has worn Gucci both at official events and in editorial appearances. Last year, he also attended the Florentine house's cruise 2025 fashion show in London, further strengthening its ties

with the Kering-owned company. In his new role, he will be even more involved in Gucci's events and initiatives.

"I believe Gucci is a brand that transcends the past and present through heritage and contemporary creativity. It's a great honor to be part of Gucci's visionary journey," he said in a statement.

Since his debut with Stray Kids in 2018, Lee Know has become a multifaceted and versatile artist, affirming himself not only as a performer but also as a songwriter and composer.

The group overall has turned to be one of the biggest acts in music in just a few years. It was formed by JYP Entertainment through the 2017 reality show of the same name and includes the other seven members: I.N, Bang Chan, Changbin, Hyunjin, Han, Felix and Seungmin.

In January 2018, the group released their first EP, and since then it has been all upward for the band. Their music success has gone hand-in-hand with the increasing attention of the fashion industry. For example, most recently

I.N was tapped as both Bottega Veneta and Damiani ambassador, while Fendi, Versace and Louis Vuitton have tapped Bang Chan, Hyunjin and Felix, respectively, for similar roles.

The group is currently on its third world tour, titled "DominATE," which began in Seoul in August last year and will wrap up in Italy on July 30 with a final event at the Stadio Olimpico stadium in Rome.

— SANDRA SALIBIAN

Lee Know

