



Fashion Scoops

Fresh Face

Burberry doubled down on its commitment to the Chinese market on Monday by tapping the popular young actor Wu Lei as its latest global brand ambassador.

Despite being only 25, Wu has been in the limelight for more than two decades and has starred in numerous hit series such as "The Long Ballad," "Love Like the Galaxy," and "Amidst a Snowstorm of Love."

"It is a pleasure to welcome Wu to Burberry. He's been acting from such

a young age and continues to evolve with every new role," said Daniel Lee, the brand's chief creative officer.

The Chinese actor with more than 48 million Weibo followers and more than 518 million Xiaohongshu impressions is also a cycling enthusiast. He has created and directed "Ride Now," a popular vlog series documenting his travels in China and Vanuatu which has garnered almost 300 million views online.

"It's an honor to work with Burberry. As a brand built

on a rich heritage, Burberry has become a true icon of fashion. Its steadfast dedication to its classic roots, combined with a fearless spirit of innovation, results in pieces that never fail to amaze. I look forward to discovering what we'll create together," said Wu, whose latest film project, "Dongji Island," will premiere next month.

Wu is the latest member of Burberry's global family, which also includes famed Chinese actress Tang Wei, veteran Chinese actor Chen

Kun and rising Chinese actress Zhang Jingyi; Thai star Bright Vachirawit; Japanese actress Asami Mizukawa, and soccer player Son Heung-min, actor Son Suk-ku, and Stray Kids member Seungmin from South Korea.

British tennis player Jack Draper, model Rosie Huntington-Whiteley, and actress Jodie Turner-Smith count as Burberry's global brand ambassadors as well.

— TIANWEI ZHANG



Wu Lei

