



# Fashion Scoops

## New Face

Pomellato has named Roy Wang, a Gen Z C-pop idol, its latest global brand ambassador.

The 24-year-old pop star, who made his debut as a member of the Chinese boy band TFboys, counts more than 95.9 million followers on Instagram, Douyin, Xiaohongshu, and Weibo combined.

Wang joins "Emily In Paris" star Philippine Leroy-Beaulieu as a face of the Milan-based jewelry house, which is controlled by Kering.

"Roy Wang embodies the Pomellato spirit – bold yet refined, contemporary yet timeless," Boris Barboni, Pomellato's chief marketing and product officer, said in a statement.

"His artistic vision and commitment to positive change resonate deeply with our philosophy of unconventional elegance," Barboni added.

"Growing up, I've always been drawn to the intersection of tradition and innovation – something Pomellato captures brilliantly," Wang said in the same statement, who was particularly drawn to the brand expression of "authenticity and creative freedom."

"This partnership feels natural because we share the same vision: empowering people to embrace their unique

path while respecting the beauty of timeless design," added Wang.

The announcement was accompanied by a campaign showing Wang wearing pieces from the jeweler's Iconica collection, one deeply rooted in its Milanese modernist design heritage.

Wang's official portraits for Pomellato were lensed by Chen Man, one of China's most influential female photographers. Chen, dubbed "China's answer to Annie Leibovitz," initially worked with Pomellato on its first exhibition in Shanghai last year.

According to Pomellato, the announcement was

timed to coincide with Wang's third nationwide concert tour. Wang will become the youngest artist to hold a concert at the Beijing National Stadium, also known as Bird's Nest.

This is Wang's first fine jewelry collaboration. Wang has previously worked with the jewelry house Chopard, the Swiss brand Bally and, most recently, attended Miu Miu's fall 2025 runway show in Paris.

Among the brand's former Chinese ambassadors are Liu Tunning, a singer and actress, and Yao Chen, an actress.

– DENNI HU





Roy Wang

