



Fashion Scoops

All in The Family

Givenchy has appointed Zhang Ruonan its brand ambassador in China, effective immediately.

The prominent actress teased her fashion partnership by attending Sarah Burton's debut Givenchy fashion show last March wearing a slim, one-sleeve dress in a striking papaya color, and toting a mini Antigona bag in box leather.

"Givenchy is a brand I adore very much," Ruonan said in a statement shared first with WWD.

She added that she's "happy indeed to be a part of this big family. I greatly admire the vision of Sarah

Burton, and I cannot wait to explore more elegant works that celebrate the spirit of independent and confident women."

Ruonan rose to prominence in 2018 with her starring role in the coming-of-age film "Cry Me a Sad River," winning acclaim for what Givenchy described as a "nuanced and heartfelt performance."

Her role in the dramatic series "The First Frost" has further fanned her international fame.

Ruonan has a dedicated following across Chinese social media. She has 5.4 million followers and 4 billion impressions of her name's

hashtag on Xiaohongshu. On Weibo, she has more than 15 million fans and 26-plus million followers on Douyin, the Chinese version of TikTok.

A regular guest on popular reality shows in China, Ruonan appears in one opposite Givenchy ambassador Fan Chengcheng, younger brother of Fan Bingbing.

"Continuously pushing artistic boundaries, Zhang Ruonan challenges herself with diverse roles, showcasing feminine growth through versatile performances and her authentic, unpretentious personal style," Givenchy

said in a statement.

So far, the Sarah Burton era at Givenchy is taking shape as a woman-centric one.

For the fall 2025 campaign, Burton conscripted Collier Schorr to turn her lens on many of the top models from Burton's hit debut show — and some of the female-strong backstage crew, as reported. It reflects her vision of "multigenerational womanhood," according to the house.

— MILES SOCHA and
TIANWEI ZHANG



Zhang Ruonan

