

New Faces At Loewe

Leading up to Jack McCollough and Lazaro Hernandez's runway debut, Loewe on Monday appointed renowned actress Kara Wai and rising star Chen Duling its latest brand ambassadors.

Both have participated in the LVMH Moët Hennessy Louis Vuitton-owned Spanish luxury brand's events in China and will attend the Loewe spring 2026 show in Paris on Friday.

A household name in China's film industry, the Hong Kong-born Wai's career spans more than four decades. She burst onto the scene in 1982 by winning the Best Actress award at the first Hong Kong Film Awards for her performance in "My Young Auntie."

In 2009 she made a return to the big screen with "At the End of

Daybreak," which helped her secure the same honor. Eight years later, she took home the prize for the third time with "Happiness."

Also in 2017, she received the Best Leading Actress award at the 54th Golden Horse Awards for her role as Madame Tang in the cult film "The Bold, the Corrupt and the Beautiful."

Most recently she was presented with the Outstanding Actress Award at the 20th Huabiao Film Awards in China for her performance in "Love Never Ends."

"The brand's enduring passion for art and culture has always inspired me," said Wai, who is set to play a dance teacher who keeps her inner self locked away in the film "Keep the Beat."

"Its dedication to craft and spirit of constant innovation deeply resonate

with my own commitment to the film industry over the past 40 years. I'm looking forward to embarking on this exciting new journey together," she added.

Chen is a fast-rising actress whose name has more than 6.4 billion impressions on Xiaohongshu for starring in a range of popular TV series in recent years, such as "Till the End of the Moon," "Fangs of Fortune" and "The Glory."

She first gained industry recognition in 2015 through her performance in the film "The Left Ear," and was nominated for Best New Actress at the 24th Shanghai Film Critics Awards.

"Loewe continues to explore innovation, inject new vitality while upholding and inheriting exceptional craft traditions. I'm

really looking forward to interpreting more surprises together with Loewe," said the star, whose next project, "Qiao Chu," is a fictional period drama about the daughter of a general, played by Chen, who sought to alter her tragic fate of becoming a sacrificial pawn in a power struggle.

In August, Loewe also appointed Chinese actor Jiang Qiming a brand ambassador, and he wore Loewe to collect his Best Supporting Actor trophy at the recent Shanghai TV Festival Magnolia Awards.

Loewe's other ambassadors include Wang Yibo, Giselle, Minsi Ko and Tawan Vihokratana, nicknamed Tay.

— TIANWEI ZHANG



Kara Wai and Chen Duling have been named Loewe's latest brand ambassadors.

