

Lacoste names Wang Yibo Global Brand Ambassador



Wang Yibo joins the Lacoste 'family' of global brand ambassadors

French fashion and lifestyle brand Lacoste has named influential Asian artist Wang Yibo as a Global Brand Ambassador.

The Chinese actor, dancer, singer, rapper and professional motorcycle racer, who hit the headlines as a member of the Uniq boyband in 2014, will be part of Lacoste's upcoming brand campaign to be unveiled in May.

According to the brand, Yibo has demonstrated his talents in various fashion expressions and is known for his unique attitude. Besides his taste for fashion, he is "always daring to step out of his comfort zone, which coincides with the brand's spirit of celebrating boldness".

As well as his work on screen, stage and motorcycle track, Yibo also enjoys time on the tennis court and is "looking forward to having different fashion styles on court and off court through his collaboration with Lacoste".

During Paris Fashion Week, he will attend the Lacoste FW24 fashion show, unveiling the first collection of Pelagia Kolotouros as Creative Director of the House.