

COMMERCE

Chaumet promotes new regional brand ambassadors

May 14, 2024



Chaumet welcomes actress Aya Asahina as a brand ambassador for Japan. Image credit: Chaumet

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler **Chaumet** is tapping into the power of APAC-based celebrities.

Japanese actress Aya Asahina and Chinese actor Yosh Yu are now regional ambassadors. Ahead of Chinese Valentine's Day on May 20, Mr. Yu stars in the house's "520" campaign as Ms. Asahina, a friend of the maison and frequent VIP attendee of branded events launched over the last year, prepares to represent Chaumet in an official capacity.

Bejeweled branding

Known for her leading roles in productions such as Netflix's action thriller "Alice in Borderland," Chaumet praises its most recent appointee for her skills, values and charisma, listing Ms. Asahina's identity as a woman, mother, model and actress to contextualize the announcement.

The 30-year-old's favorite pieces, including items from Chaumet's Josphine high jewelry collection, plus new Liens vidence selects, are being highlighted via the company's digital channels.

"It is an honor to be part of the historic Chaumet family, which has been around since 1780," said Ms. Asahina, in a statement.

"When you wear the maison's pieces of jewelry, which have been loved by many for a long time, you gain confidence and strength from within," she said. "As Chaumet's ambassador in Japan, I want to convey the charm of jewelry, which values human connections, to everyone."

Meanwhile, Mr. Yu carries Chaumet's marketing efforts for Chinese Valentine's Day, a holiday of increasing importance to luxury brands ([see story](#)). Named a local ambassador in late April, his campaign shots prominently feature the brand's Bee My Love line.

Like our China Brand Ambassador [#Yosh](#), find your own way to say "je t'aime" with [#Chaumet](#).

Find the perfect gift on <https://t.co/5433OPgaXB#HowDoYouSayJetAime> pic.twitter.com/xMOiRlEP9

Chaumet (@Chaumet) [May 11, 2024](#)

“From Josphine tiara rings that crown the finger, to a luminous declaration with Bee My Love, as well as the Liens pieces that celebrate the most precious of emotions like Yosh Yu, say je t’aime with a Chaumet creation this 520,” reads a promotional site page.

At 27 years old, he has become known as a rising star in the new generation of screen performers. Chaumet points to his focus, achievement and practice of staying true to himself as common values the duo shares.

His free spirit, tenacity, passion and genuine nature are also applauded. Both millennial stars will push Chaumet in local markets.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.