

How do celebrities enhance their image through luxury brand endorsements in the era of fan economy? Taking Jackson Wang as an example for LV

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Abstract: With the popularity of social media and the Internet, fan economy has gradually become an important force to promote the development of the entertainment industry and luxury market, playing an important role in celebrity endorsement of luxury brands. As public figures, celebrities have a highly contagious image and influence among their fan base. The love and support of fans bring considerable market returns to the brand, while also deepening fans' love and recognition of celebrities. This emotional connection based interaction further consolidates the celebrity's position in the hearts of fans, enhances their overall image, and makes endorsements more persuasive. Luxury brands are a symbol of status and a guarantee of quality, attracting the attention of global consumers with their unique brand value, exquisite craftsmanship, and high-end positioning. The selection of their spokespersons is particularly crucial. Celebrity endorsement of luxury brands is undoubtedly a win-win choice. When partnering with luxury brands, not only can it bring increased exposure and market share to the brand, but it can also further enhance the image and status of celebrities, laying a more solid foundation for their future development.

Keywords: Fan economy, Celebrity endorsement, Brand.

1. Introduction

In the current era of fan economy, cooperation between celebrities and luxury brands has become an important means to enhance brand image and strengthen market influence. This article takes Jackson Wang's endorsement of Louis Vuitton (LV) as an example to explore in depth how celebrities enhance their image by endorsing luxury brands, and analyzes the market logic, brand effects, and the mechanism of fan economy behind it. By analyzing Jackson's Wang fashion influence, brand fit, market feedback, and fan interaction, this article reveals the multidimensional value of celebrity endorsements of luxury brands, providing a reference for understanding and applying marketing strategies in the era of fan economy.

2. Jackson Wang's Fashion Influence and Brand Fit

With the rapid expansion of media culture and cultural commercialization, the celebrity economy and fan economy derived from celebrity marketing have become important links in the cultural industry market. [1] When endorsing luxury brands, celebrities usually choose brands that match their own image and values. On the one hand, this fit can resonate with fans and enhance their sense of identification with the celebrity and brand. On the other hand, well-known brands usually have high visibility and reputation. After celebrity endorsement, not only can personal exposure be quickly increased, but the image in people's minds is also further enhanced.

Anyone who knows about Jackson Wang's knows that he was born into a sports family. His mother is a famous gymnast in the Chinese team, his father is the head coach of the Hong Kong fencing team, and his brother is a rugby player. As a fencer, Jackson Wang's has won many medals, but he carries

a music dream and has made a name for himself in the music field. As a new generation force in the music industry, Jackson Wang's musical talent has been evident to everyone since his debut. However, the vast majority of people's understanding of Jackson Wang is limited to his development in the music field. In recent years, Jackson Wang's image and career have become increasingly international, but he always carries a patriotic heart, which has given him a more solid influence at home and abroad. He has not only made significant achievements in the music field, but also won the love of many fans with his unique fashion taste and international image. In 2020, Jackson Wang launched his personal brand "Team Wang" to enter the fashion industry. He has appeared on the covers of fashion magazines multiple times, such as "Elle World Fashion Garden". Actively participate in various fashion events, such as fashion weeks, brand launches, etc. It demonstrates its strong fashion influence and international recognition.

To enhance one's own image, the positioning and value of the endorsed brand are also important factors. Luxury brands usually have a long history, excellent quality, and unique brand culture, often emphasizing personalization and differentiation. Celebrities can further showcase their unique personality and style through endorsements. As one of the world's top luxury brands, LV is renowned worldwide for its outstanding quality, exquisite craftsmanship, and unique design. Its target consumer group is from all over the world, which is highly in line with Jackson Wang's international image.

Jackson Wang's unique fashion taste and international image complement LV's luxurious and high-end brand image. Brand development often emphasizes both inheritance and innovation, constantly launching new products that conform to the trend of the times to meet consumers' pursuit of high-quality life. The addition of Jackson Wang has brought fresh creativity and inspiration to LV. Jackson Wang's love and

respect for traditional culture have made him pay more attention to the integration of cultural elements when promoting LV products. By sending customized Tang costumes to LV creative director Williams (Director Fei), this move has attracted great attention in the global fashion circle. While retaining traditional charm, this Tang costume incorporates modern design concepts, exquisite embroidery, and smooth cutting, successfully pushing Chinese traditional culture to the international stage and achieving cultural dissemination and exchange. [2] At the same time, he also expressed his artistic ideas and creative talents in this way, further expanding the brand's market coverage and consumer group.

3. The Market Effect and Fan Interaction of Jackson Wang Endorsing LV

Table 1. External data response after LV officially announces spokesperson

Official announcement and release of specific data from the external five networks	
Instagram	Main text: 3 articles Quick shots: 6 pieces
Facebook	Main text: 2 articles Limited time updates: 5
Twitter	Main text: 2 articles
TouTube	Movie: 1 article Short film: 2 pieces
Tiktok	Short videos: 2

On January 19, 2023, Jackson Wang unveiled the LV Autumn/Winter 23 Men's Fashion Show Inspiration Feast,

from global concert tours to LV fashion shows, from singer artists to fashion icons. This endorsement was simultaneously promoted on Instagram, Facebook, Twitter, YouTube, Tiktok and other external websites.

As a spokesperson for the LV brand, Jackson Wang's social media interaction rate reached 3.1%, creating media value of up to 1.2 million US dollars, demonstrating high influence and attractiveness, successfully attracting a large number of users' attention and participation, and establishing deep emotional connections with fans.

In the era of fan economy, the interaction between celebrities and fans has become a key factor in enhancing brand and personal image, as well as strengthening market influence. The endorsement of luxury brands provides a new platform for fans to interact with celebrities. After endorsing LV, Jackson Wang actively interacts with fans through social media, sharing endorsement experiences and fashion combinations in interviews, further narrowing the distance between fans and enhancing their connection and emotions. This interaction not only attracts new fans to join, but also enhances the loyalty of old fans to Jackson Wang. It also sparked their interest and desire to purchase the LV brand. When fans develop a sense of identification and goodwill towards the brand endorsed by a celebrity, they are more likely to become loyal consumers of the brand. The increase in loyalty is a win-win situation for both brands and celebrities. Brands can gain more loyal consumers and market share; Celebrities can further enhance their influence and commercial value by leveraging the power of their brand.

The following is a collection of responses from LV's official spokesperson Jackson Wang on commonly used Weibo accounts in China. 50 subjective comments will be selected and analyzed in five categories.

Table 2. Classification of Weibo Comment Data

category	Number of items	give an example
Congratulations and Support	twenty-three	What a great eye! I found a fashion icon that doesn't have a second one in the entire Chinese community. Men who wear expensive burlap bags are very suitable for LV
Product Discussion and Expectations	six	When will the series endorsed by Jackson Wang be launched? I can't wait to buy it
Emotional expression of fans	eleven	From an athlete to a musician, 'the sword in my hand has turned into a microphone, and the same dream still rises at a 45 degree angle.' Jackson Wang is clear headed and self-disciplined, constantly breaking through and shining brightly. I look forward to Jackson Wang colliding with Louis Vuitton to create more brilliant fireworks
Action oriented	seven	(Show a screenshot of the purchase order to show support)
Other related topics	three	Jackson Wang's recent Magic Man world tour is just as surprising as LV endorsement

Through analyzing multiple comments, most people congratulate and support Jackson Wang's endorsement of LV, as well as their expectations and praise for the cooperation between the two parties. This is not only a personal emotional support and admiration for Jackson Wang, but also an encouragement and affirmation for his career development. From musicians to fashion icons, there are also comments about Jackson Wang's other activities or lifestyle status, which are related to LV endorsement but not limited to the endorsement itself. With comprehensive support and attention to Jackson Wang, people have a renewed understanding of her. While creating more media value, Jackson Wang's image and influence in people's eyes have been further enhanced.

4. The Strategy and Inspiration of Celebrity Endorsement of Luxury Brands

4.1. The Dual Journey Between Brands and Celebrities

The two-way pursuit between brands and celebrities is a deep cooperative relationship based on common interests and mutual recognition.

In the stage of evaluating spokespersons, luxury brands need to achieve three levels of consistency: firstly, the consistency between the celebrity image and the brand image; Secondly, the consistency between the character image and the celebrity image; Finally, the consistency between the character image and the target customer image. [3] The

consideration is the fit between the celebrity and the brand image, which is not only reflected in the external image, but also in the resonance between the brand spirit and the personal qualities of the celebrity, whether the celebrity's personal style, values, etc. are consistent with the core values and concepts of the brand. When celebrities choose to collaborate with brands, they also need to choose brands that highly match their own image, style, etc. for endorsement. This degree of matching can enhance the authenticity and persuasiveness of endorsements, making it easier for consumers to accept and identify with the combination of celebrities and brands. Prioritizing the selection of luxury brands with widespread popularity and positive influence through the halo effect brought by luxury brands, and then utilizing their own market influence, can bring additional exposure opportunities to celebrities, presenting a superior image in front of everyone.

When endorsing a brand, celebrities should not only wear brand clothing and take a few photos for official promotion, but also penetrate into all aspects, actively interact and communicate with the brand, participate in various activities organized by the brand, such as new product launches, fashion events, magazine shoots, etc. Maintaining close contact with the brand not only brings more exposure opportunities for

celebrities, but also showcases their professional competence and social responsibility.

4.2. The Embodiment of Win-Win Benefits

Endorsements between celebrities and brands often bring certain benefits to both parties.

For celebrities, collaborating with luxury brands can further enhance their brand value and influence. Luxury brands often represent high quality, high-end, and fashion trends. Collaborating with such brands can enhance the image of celebrities in the public's mind, making them more high-end, fashionable, and tasteful. It also allows celebrities to gain more attention and recognition in the fashion industry. For example, Jackson Wang's position in the C position of the LV Group family during his show in Paris directly reflects his special status in the brand's heart, marking his important position in the fashion industry. Wearing LV customized clothing such as Magic Man World Tour vests and leather jackets at multiple events, these customized items not only showcase Jackson Wang's fashion taste, but also reflect LV's recognition and support for him, further consolidating Jackson Wang's position in the fashion field.



Figure 1. Jackson Wang 's seat during the show and LV's official Weibo post expressing recognition of Jackson Wang

In terms of branding, celebrities, as public figures, have a huge fan base and extensive social influence. In the context of new media, fans are no longer fighting alone, but have established organizations such as fan groups, super talk, and support committees. [4] They have transformed from individuals into an organization with strong cohesion due to their common hobbies and pursuits. By collaborating with celebrities, luxury brands can quickly leverage their appeal to spread brand information to a wider audience, thereby increasing brand awareness and exposure. This exposure is not limited to celebrities' fans, but may also be further expanded through media coverage, social media dissemination, and other means, bringing a large amount of attention and traffic to luxury brand products, which can then be transformed into actual sales performance. Especially at some key sales nodes, such as new product launches, promotional activities, etc., the participation of celebrities can often significantly increase product sales and market share. The endorsement of celebrities can bring huge traffic to a brand, increase brand awareness, and increase the recognition rate of new products among the audience, bringing huge economic benefits to the brand. [5] When celebrities establish

long-term and stable partnerships with luxury brands, this relationship can not only bring sustained exposure and sales growth to the brand, but also cultivate consumer loyalty to the brand. Consumers will gradually establish a sense of identity and loyalty towards the brand due to their love and trust in celebrities, which is of great significance for the long-term development of the brand.

5. Summary

This article takes Jackson Wang's endorsement of LV as an example to explore in depth how celebrities can enhance their image by endorsing luxury brands. By analyzing Jackson Wang's fashion influence, brand fit, market effect, and fan interaction, this article reveals the multidimensional value of celebrity endorsements of luxury brands. In the current trend of fan economy, brands should fully utilize the halo effect of celebrities and the mechanism of fan economy, formulate effective marketing strategies, and pay attention to both quality and innovation. Only in this way can we stand out in the fierce market competition and win the favor of consumers.

In the future, the cooperation between celebrities and

luxury brands will become deeper and closer. Both parties will jointly explore more cooperation models and creative content, such as jointly launching limited edition products and jointly organizing fashion events. This deep collaboration and co creation will help enhance the close connection and mutual recognition between celebrities and brands.

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