

ADVERTISING

Marc Jacobs gets inside muses' heads in fall ad campaign films

August 18, 2015



Marc Jacobs fall/winter 2015

By SARAH JONES

U.S. fashion label Marc Jacobs is exploring the motivations behind the many famous faces of its fall/winter advertising campaign with digital content.

[Sign up now](#)

Luxury Daily

To accompany its still image effort, which features personalities as varied as Cher and Willow Smith, all of whom inspire the brand's eponymous designer, the label created a series of short videos that ask the models to tell what inspires them. The resulting clips bring a new facet to the ad campaign now appearing in magazines, enabling the effort to make more of an emotional impact on consumers.

"The fashion world and particularly Marc Jacobs and his brand are no strangers to the use of iconic celebrities or muse-based campaigns, featuring the likes of Charlotte Gainsbourg, Alexa Chung, Joni Mitchell or the almighty Kate Moss," said Sveta Doucet, head of planning, [Ogilvy on 5th](#), New York. "But the new fall 2015 Marc Jacobs campaign really does stand out.

"It's underpinned by a brilliant strategy of using of a mix of interesting muses but also tapping into the very definition of muse and reframing it for the post-digital age: muses

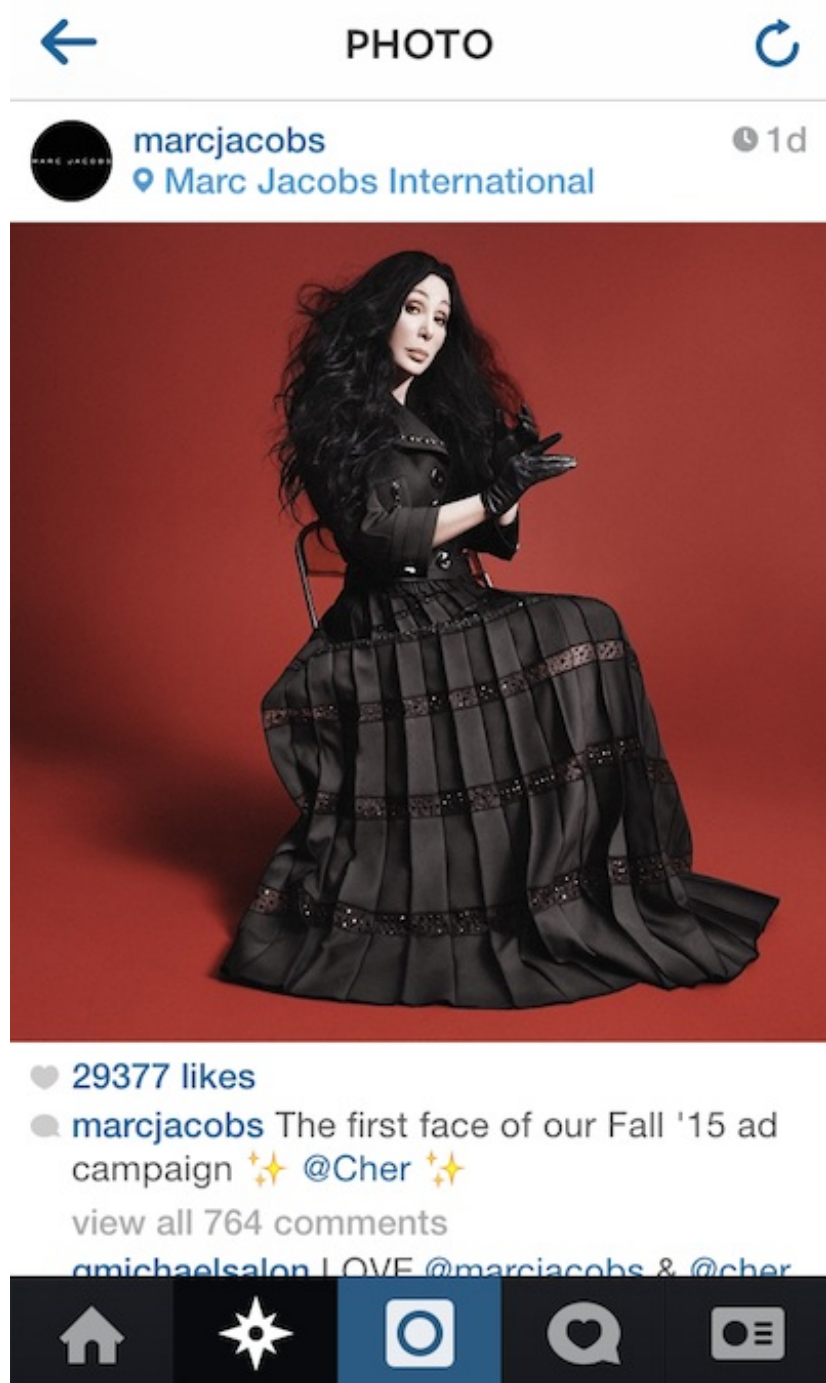
are not only iconic but culturally infectious and irresistible," she said. "Marc Jacobs has created an exquisite fashionably social campaign that behaves like a muse: infectious because the slow social trickle of branded content that keeps people engaged and wanting more and irresistible because of the overt communication of inspiration, from the voice of the muse him or herself."

Ms. Doucet is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

Marc Jacobs did not respond by press deadline.

Inner monologue

Marc Jacobs has been slowly leaking campaign images on social media since May, when it shared a single image of Cher.



Instagram post from Marc Jacobs

The full campaign, shot by David Sims, features a diverse cast of those who inspire Mr. Jacobs, including model Christy Turlington-Burns, filmmaker Sofia Coppola and actresses Debi Mazar and Winona Ryder.



Marc Jacobs fall/winter 2015 campaign image

Each image is shot against a crimson background, making the dark attire sported pop. The set is minimalist, making use of black folding chairs or ladders for seating.

Making it a family affair, Red Hot Chili Peppers front man Anthony Kiedis is photographed sitting with his son Everly Bear on his knee, while Kim Gordon also shares the frame with her daughter Coco.



Marc Jacobs fall/winter 2015 campaign image

As the campaign was rolling out for the season, Marc Jacobs expanded on the print effort with social videos.

In approximately 15-second clips, shared on either YouTube, Facebook, individuals featured in the campaign provide their perspective on inspiration.

A film showing artists and spouses Rachel Feinstein and John Currin includes the caption, "While we know Rachel Feinstein and John Currin are an inspiration to Marc Jacobs, we asked them what they are inspired by." Each clip is introduced in the same manner, substituting the names of the individuals featured.

Along with footage of Ms. Feinstein holding her husband's hand posing for photos, a voiceover of the artist talking about how sad things inspire her plays. Mr. Currin chimes in, saying how much his wife has been an inspiration.

Embedded Video: <https://www.youtube.com/embed/zlJoL2y195o>

Rachel Feinstein & John Curin: Marc Jacobs Fall/Winter 2015

Rather than showing the subject talking directly at the camera, all of the films take this approach, capturing the creative's ideas in sound bites that accompany footage taken from the set. This makes it feel as though the viewer is getting inside the subject's inner monologue.

In her video, Cher says, "My idea of what inspiration is is someone doing something that no one thought they could do."

Nine-year-old model Betty Lowe has a different take, looking to films for inspiration, as

she lies in bed with her two dogs watching movies.

Making conversation

Mr. Jacobs frequently casts his friends and muses in campaigns, lending a more personal feel to the marketing efforts.

When the designer was creative director at French fashion house Louis Vuitton, the brand created desire among consumers for its spring 2014 handbag collection by filming campaign models talking about where they would take their favorite handbag.

The video, which starred Mr. Jacobs' muses Catherine Deneuve, Gisele Bündchen, Fan Bingbing, Caroline de Maigret and Edie Campbell, got personal responses from the models who talked about their ideal locales. By getting these comments from the models themselves, Louis Vuitton was able to show the diverse perspectives of the brand ambassadors and showcase the broad lifestyles into which its handbags fit ([see story](#)).

Other brands have imagined internal dialogues for their campaign videos, giving more of a backstory to the still images.

French fashion house Lanvin filmed a video companion for its spring/summer 2014 collection print advertising campaign that showed models having hushed conversations around a dinner table.

The video, similar to the print campaign, showed models wearing metallic party outfits and suits seated around a bare table with water glasses, but added snippets of abstract dialogue to enliven the scene. With this video, Lanvin was able to further explain the personality and direction of the print campaign ([see story](#)).

"More often than not, we hear from brand houses as to why they find their muses captivating, mostly captured by a famous photographer in a still image, and with this campaign, for the first time, we actually get to go deeper and truly interact with layers of inspiration and vision from each muse, in their own voice," Ms. Doucet said. "In this campaign, the voice of the muse, not just the captured image, plays a pivotal role in fueling muse-based campaign credibility for the brand – content serves as the backbone to credentialize the print efforts.

"Marc Jacobs has deftly understood that an iconic face might seem fashion cost-of-entry but that delivering muse storytelling content must be done very thoughtfully with insight – and getting this content right can actually inspire, can fuel further fashion credibility for the brand."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/cD2EVxtSMR0>

