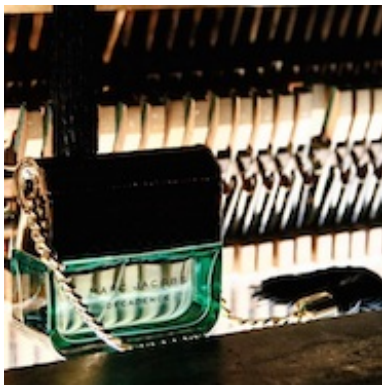


ADVERTISING

## Marc Jacobs shows sultry side in Decadence campaign

October 1, 2015



*Marc Jacobs Decadence bottle*

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By STAFF REPORTS

U.S. fashion label Marc Jacobs is seducing consumers with an intimate campaign for its sensual Decadence fragrance.

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In the advertising effort and accompanying film, model Adriana Lima is shown having a love affair with the perfume bottle, slinking across a carpet alluringly to a retro soundtrack. Compared to previous efforts surrounding its other perfumes, this fragrance ad reveals a more mature side to the Marc Jacobs fragrance persona.

### Scent profile

Marc Jacob's latest scent is described in copy as "Rich, a bit exotic. It's sensual and pulls you in. Makes you want more of it, desire it."

The "indulgent" fragrance comes in a teal bottle that resembles a handbag, with a gold chain attached.

Decadence officially launched with a party in June, but the brand just recently began publicizing its ad campaign.

Shot by Steven Meisel, the print effort shows close-up shots of Ms. Lima's face, in which

she holds the bottle in her hand, the chain suspended from her mouth.

The film is a continuation of this theme, with the model captured in a domestic environment in a black slip dress.

Embedded Video: <https://www.youtube.com/embed/V5x6J6cq868>

*Decadence by Marc Jacobs starring Adriana Lima*

Continuing to explore the fragrance's point of view online, Marc Jacobs is asking its social media audience to submit a photo that they believe represents decadence. Photos can be shared via a dedicated Web page for the scent, and those who do are promised a branded filter.



*Instagram post from Marc Jacobs Fragrances*

Marc Jacobs has previously used social currency to prompt fan interaction with its fragrances. For instance, during New York Fashion Week in February 2014, the brand hosted a pop-up tweet shop.

Consumers were invited to visit the brand's temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week. The pop-up featured Daisy-themed artwork by artist Langley Fox Hemingway and music provided by DJ Jilly Hendrix in addition to WiFi, snacks, fragrance samples and a Daisy photobooth.

Interestingly, the pop-up, which had Marc Jacobs apparel, accessories and fragrances for sale, only accepted "social currency" as payment and not the United States dollar. To make a purchase, the consumer had to use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram ([see story](#)).

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