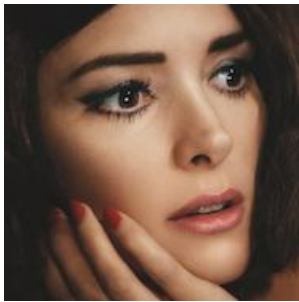


ADVERTISING

Marc Jacobs casts Winona Ryder in retro beauty campaign

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Marc Jacobs Beauty 2016 campaign

By STAFF REPORTS

U.S. fashion label Marc Jacobs is lashing out in a Winona Ryder-fronted campaign featuring its voluminous mascara.

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The ads, shot by David Sims, are inspired by the film "Last Year at Marienbad," a favorite film of the label's namesake designer. Marc Jacobs' beauty ads have frequently starred cinematic personalities, allowing the brand to infuse the campaigns with drama and nuance.

All in the eyes

As of press time, the sole still image from the 2016 campaign shows a close-up of Ms. Ryder, her face showing signs of surprise. Cat eye liner and red nails take her beauty look back to the film's 1961 setting.

In a short film teaser, the actress seems to peer into a mirror as a male voiceover talks about how the eyes communicate more than a person's mouth ever can, inspiring imagination in another individual.

Shared on Marc Jacobs' social accounts, the video links to the brand's Velvet Noir Major Volume Mascara, which will be available beginning Dec. 18. The product promises 1,800 percent more volume and the look of false eyelashes in a tube, giving consumers their "thickest eyelashes in a blink."

Premiering Soon: Velvet Noir Major Volume Mascara from Marc Jacobs Beauty

The smudge-free qualities of the mascara are hinted at in the video, in which Ms. Ryder flicks a lacquered fingertip across her lashes.

Prior to Ms. Ryder, Jessica Lange appeared in Marc Jacobs beauty ads in 2014 and also brought a dramatic flair to the imagery.

This is not the first time Ms. Ryder has been a part of Marc Jacobs' advertising.

She appeared in the label's fall/winter 2015 ad campaign, which explored the motivations behind the many famous faces included through digital content.

To accompany its still image effort, which featured 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 asked the models to tell what

inspires them. The resulting clips brought a new facet to the ad campaign as it appeared in magazines, enabling the effort to make more of an emotional impact on consumers ([see story](#)).

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