

ADVERTISING

Marc Jacobs curates diary of personal muses for spring campaign

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Lana Wachowski for Marc Jacobs spring/summer 2016

By STAFF REPORTS

Fashion label Marc Jacobs is portraying its namesake designer's version of America by capturing the individuals who inspire him personally in its spring/summer 2016 advertisements.

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The first image from the campaign shared by the brand shows transgender filmmaker Lana Wachowski, who has been behind blockbuster movies including "The Matrix." Gender is shaping up to be a theme of spring's ads, as creative directors look outside the expected models for their casting.

Getting personal

Marc Jacobs' campaign was styled by Love magazine's Katie Grand, with photography by David Sims.

The label's eponymous designer explains that these ads represent those who have opened his mind and changed his perceptions. He adds, "Collectively, they embody and celebrate the spirit and beauty of equality."

Mr. Jacobs was first introduced to Ms. Wachowski as he watched her accept the Human Rights Campaign Visibility Award in 2012 via YouTube. Her speech moved him, as it communicated ideas he himself had, but was unable to express as clearly, and he ended up sharing it with friends.

Years later, Ms. Wachowski attended the Marc Jacobs spring/summer 2016 show at the designer's invitation, her first runway experience.



Marc Jacobs spring/summer 2016 runway

In the portrait shared, Ms. Wachowski is shown looking up, a huge smile on her face.

Also this season, French fashion house Louis Vuitton is embracing gender fluidity by casting Jaden Smith in its latest women's wear campaign.

Through a post on Instagram, Louis Vuitton creative director Nicolas Ghesquire shared an image of the young actor wearing apparel from the brand's spring/summer 2016 collection for women. Mr. Smith's appearance in the effort, part of the ongoing numbered "Series" advertisements, may help Louis Vuitton market to a younger demographic ([see story](#)).

With increased media attention given to the transgender movement, a number of brands have added to the discussion.

In 2014, department store chain Barneys New York aligned itself with the fight for transgender equality with an ad campaign and outreach.

Barneys' "Brothers, Sisters, Sons and Daughters" campaign featured 17 transgender individuals with diverse backgrounds and stories that were told through a series of short films. With this campaign, Barneys showed a more personal, human side to its brand that allowed it to connect on a deeper level with consumers ([see story](#)).

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