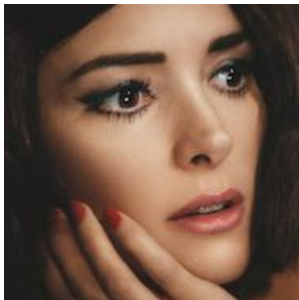COMMERCE

Marc Jacobs turns to Neiman Marcus to further beauty reach

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Marc Jacobs Beauty 2016 campaign

By STAFF REPORTS

U.S. fashion label Marc Jacobs is increasing in-store distribution of its beauty collection with placement in Neiman Marcus and Bergdorf Goodman.

Marc Jacobs introduced its beauty line in 2014, choosing LVMH-owned Sephora to be its exclusive retail partner in-stores and online (see story). This week, Marc Jacobs Beauty has begun working with Neiman Marcus' ecommerce channel to increase availability, with an in-store roll out to follow.

New for spring
Marc Jacobs Beauty offers consumers a full color-cosmetic line that is produced by Mr. Jacobs and LVMH's brand incubator, Kendo.

The brand choose Neiman Marcus as its second ecommerce partner after Sephora. Neiman Marcus used social media to have a "social pre-sale" of the cosmetic line to build anticipation for the ecommerce launch.

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> Complexion perfection. Marc Jacobs Beauty is at NM! Shop our first ever social pre-sale NOW for exclusive early access. http://neimanmarc.us/NMxMJfb #NMbeauty
>
> Posted by Neiman Marcus on Sunday, January 10, 2016

Marc Jacobs Beauty will be available within 12 Neiman Marcus department stores as of Feb. 5. The participating department stores include outposts in Austin, Dallas, Houston, Willowbend, TX, two Chicago locations, Beverly Hills, CA, San Francisco, Palo Alto, CA, Roosevelt Field, NY, Bal Harbour, FL and Boston.

Neiman Marcus-owned Bergdorf Goodman will begin selling Marc Jacobs Beauty in March.

"The entire collection has bold, youthful energy that makes it irresistible to play with," said Kelly St. John, vice president and divisional merchandise manager for beauty and Neiman Marcus, in a statement to WWD. "With its ultra-pigmented hues, high-tech formulas and black lacquered packaging, it is one of our most exciting launches of the spring season."