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## Marc Jacobs incentivizes creative expression on street advertising

February 12, 2016



*Marc Jacobs #StreetMarc example*

By STAFF REPORTS

U.S. fashion label Marc Jacobs is encouraging consumers to graffiti the public posts of its spring ads throughout New York with their own art, speaking to the co-creation trend.

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A social contest for New York Fashion Week tells consumers to treat the brand's creative as their canvas, using it as the backdrop for their own art. Once they have tagged the art, they are told to post and hashtag a photo for the chance to attend the brand's show on Feb. 18.

Tag it

Marc Jacobs announced the contest Feb. 12 on social media.

Demonstrating the intention of the competition, Marc Jacobs shared a photo of drag queen Milk leaving his tag on a poster, writing his stage name in pink. The personality also appeared as one of the faces of Marc Jacobs' spring/summer 2016 campaign, bringing it full circle.

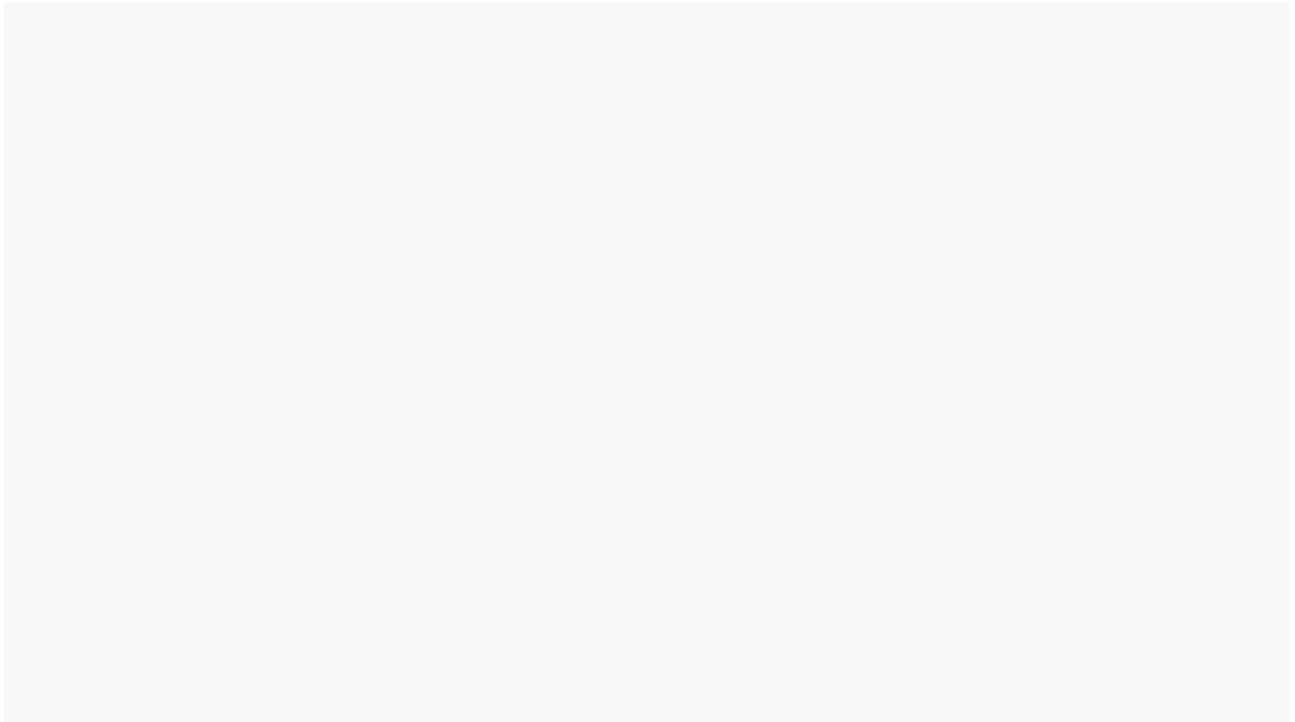


Promotional image for Marc Jacobs' contest

To enter, consumers have to spot the ads, tag them and share them on Instagram, Twitter or Facebook with the hashtag #StreetMarc.

Those who do so will be in the running for two tickets to the designers' fall/winter runway show during fashion

week. All entries need to be in by Feb. 16.



A video posted by Marc Jacobs (@marcjacobs) on Feb 12, 2016 at 6:45am PST

In effect, this graffiti campaign extends the message of Marc Jacobs' ads. For this season, the label's eponymous designer chose to create his version of America, picking people who inspire him personally.

The first image from the campaign shared by the brand shows transgender filmmaker Lana Wachowski, who has been behind blockbuster movies including "The Matrix" ([see story](#)). Individuals from various creative fields, including Bette Midler, Juliette Lewis and Christina Ricci, pose with in-demand models such as Joan Smalls and Julia Nobis.

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