

COMMERCE

Designers fashionably endorse Hillary Clinton via commissioned tees

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Marc Jacobs t-shirt in support of Hillary Clinton

By STAFF REPORTS

U.S. fashion designer Marc Jacobs has publicly announced his support of presidential candidate Hillary Clinton by designing a t-shirt for the former secretary of state's campaign.

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Celebrities are often candid regarding who they plan to endorse for presidential elections, understanding that their influence may help sway enthusiasts in the direction of their preferred candidate ([see story](#)). Marc Jacobs is just one of three designers to use fashion to speak to whom they want in the White House come the end of President Obama's second term, with Tory Burch and Public School also rooting for Ms. Clinton.

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The trio of designers were commissioned by Ms. Clinton to create t-shirts for her campaign. Ms. Clinton is currently working toward securing the Democratic Party's nomination against Vermont senator Bernie Sanders.

Mr. Jacobs' design is reminiscent of artist Shepard Fairey's "Hope" poster created in support of President Obama's first term campaign, using the colors of the American flag within the screen print. The white t-shirt shows Ms. Clinton's portrait in a sort of triple exposure, highlighted in red and shades of blue.

Vogue's Anna Wintour was spotted wearing a sequined version of Mr. Jacobs' shirt for Ms. Clinton's campaign to his label's fall 2016 runway presentation during New York Fashion Week.



Anna Wintour at Marc Jacobs fall 2016 during New York Fashion Week (Photo courtesy of BFA)

Ms. Burch's tee reflects her colorful designs and features rainbow text reading, "Women's rights are human rights." For Public School's commissioned shirt, the designers behind the label, Dao-Yi Chow and Maxwell Osborne, used a black tee and included the phrase "Make Herstory" in white athletic-retro lettering.

To ensure that the commissioned shirts are presented as authentic and not a shallow endorsement, the designers included personal statements as to why Ms. Clinton will receive their vote.

In Mr. Jacobs' statement, the designer said, "My support for Hillary is grounded on our long-standing shared belief in equality. I am proud to share this t-shirt as a champion for equal rights, for the progress we have made and for the hope of continued progress with Hillary as president."



Public School, Marc Jacobs and Tory Burch designs for Hillary Clinton

The limited-edition shirts can be purchased from Ms. Clinton's campaign Web site and retail for \$45 each.

Limited-edition tees are often created by brands to raise money for causes and present a wider demographic with an opportunity to participate due to the low price tag.

For instance, Marc Jacobs tapped artist Damien Hirst to create a limited-edition tee to benefit children in need in 2014.

Marc Jacobs often creates limited-edition T-shirts to lend support and build awareness for causes. By partnering with a well-known artist such as Mr. Hirst, consumers may have been more inclined to buy, with the charity initiative seen as an added bonus ([see story](#)).