

OUT OF HOME

Marc Jacobs beckons spring with Daisy-branded Uber car

March 21, 2016



Marc Jacobs' Daisy

By STAFF REPORTS

U.S. fashion label Marc Jacobs is collaborating with ridesharing application Uber as the car service works to further expand its delivery program.

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Beginning as an app for hailing a car service, Uber has now moved into the delivery space in a similar vein to Seamless, Peapod and Delivery.com, with options for food and product deliveries. **WWD** reports that Marc Jacobs has teamed with Uber for an "immersive offering" for consumers living in New York.

Driving Ms. Daisy

Marc Jacobs will incorporate its Daisy fragrance into the offering scheduled to occur Saturday, March 26. From noon to 6 p.m., Uber users living below 59th Street in Manhattan, Brooklyn's Williamsburg, Greenpoint and DUMBO neighborhoods can hail a ride in a car covered with daisies.

The Daisy-branded Uber car will feature a custom soundtrack and free full-size bottle of Daisy Marc Jacobs fragrance. Titled as "Daisy Daze," users must opt in and request the car through the Uber app using the promo code "MJDAISY."

Aligning with the first week of spring, Uber told **WWD** that the number of bottles given away during the promotion is unknown, but Daisy Daze will be available for the entirety of the six hour time slot.



Marc Jacobs Daisy

This is not the first time Uber has paired with the fashion industry. For example, Uber turned its drivers into elves with a five-day giveaway of free fashionable treats for consumers.

Starting on Nov. 30, Uber users waiting in Manhattan, Greenpoint and Williamsburg could enter the promo code TapGetGive into the application from 11 a.m. to 3 p.m. ET and unlock a holiday option to put themselves in the running for free gifts from Diane von Furstenberg, Vince, One King's Lane and L'Occitane. For riders that won, this was an unexpected and memorable surprise deeply associated with the brand they received ([see story](#)).

As for Marc Jacobs, the brand often works on promotions for its Daisy fragrance that stand out among the noise of its competitors.

For example, Marc Jacobs built a community for its Daisy fragrance lovers by creating a virtual daisy chain that incorporated social media, the scent's ongoing campaign and in-store efforts.

From Feb. 7-9, 2014, consumers were invited to visit the brand's temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week. The pop-up, which sold Marc Jacobs apparel, accessories and fragrances, only accepted "social currency" as payment and not the United States dollar ([see story](#)).

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