

INTERNET

Marc Jacobs casts Screaming Queens for UGC eyewear effort

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Marc Jacobs eyewear, spring 2016

By STAFF REPORTS

U.S. fashion brand Marc Jacobs is showcasing consumers' expressions for its spring 2016 eyewear collection.

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Marc Jacobs is extending consumer participation with a new Web application that puts brand enthusiasts as the face of its latest eyewear effort. Launched April 7, the "Print Me Marc" effort allows consumers to embed their own face into the Screaming Queens print designed by label's namesake designer and Instagram artist @Bessnyc4 for spring/summer 2016.

Your face here

Consumers can personalize the Screaming Queens print on the Marc Jacobs Web site. The print is a pop art collage of women screaming that uses pink, red, blue and yellow to color the black-and-white images, creating a camouflage-like look.

On marcjacobs.com/printmemarc, the consumer simply follows the prompts provided to create a Screaming Queens print for a chance to win a pair of sunglasses from the new collection.



Marc Jacobs and @Bessnyc4's Screaming Queens print

First, consumers are told to "get ready to smile" and to take a photo, similar to the way automated photo booths operate. When the prompt to take the photo is selected, the Web site syncs to consumer's Web cam, allowing her face to fill the center of the image field.

The following two prompts ask consumers to "get ready to look shocked," "get ready to scream" and "get ready to freestyle." After the four photos are taken the consumer then crops her image to fit within an oval, using slide bars to zoom in or position the angle and dots to alter the shape.

When finished, the four pictures taken by the consumer are worked into Marc Jacobs' existing Screaming Queens print. The user-generated image can then be shared via Facebook, Twitter, email or saved as a .JPG file.

Marc Jacobs also includes a prompt to explore the spring 2016 collection. The campaign for the collection also spurred consumer interaction to build awareness.



Promotional image for Marc Jacobs' contest

The label's campaign for the spring/summer collection saw the launch of a social contest during New York Fashion Week that encouraged consumers to tag its ads placed around the city and then upload the branded graffiti on to social media ([see story](#)).