

EVENTS/CAUSES

## Fashion brands target Art Week attendees with creative collaborations

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*Smythson's "Strong Women" exhibit*

By STAFF REPORTS

Leveraging the atmosphere surrounding art fair Frieze New York, a number of luxury labels are hosting their own installations and events.

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From artistic giveaways to new tomes, launches took advantage of the artsy crowd in town for the main event on Randall's Island from May 5-8. The luxury industry frequently boasts its ties to the art world through partnerships, particularly surrounding large scale shows.

### Exhibiting interest

Gucci worked with Dutch artist Ari Marcopulos on a limited-edition book documenting its pre-fall collection. Titled "Epiphany," the volume contains stark portraits of models reflective of Mr. Marcoupoulos' training under Andy Warhol and Irving Penn.

Consumers could get a copy signed by the artist at Dover Street Market's Art Week Open House on May 5.

Marc Jacobs is teaming up with artistic collective Visionaire to test consumers' creativity. For a chance at an unreleased Snapshot Camera Bag from the brand's pre-fall collection, consumers have to create social content surrounding Visionaire's art giveaway.

Visionaire will be handing out posters from a Times Square kiosk and a traveling art truck over the weekend. Those who get all 12 prints can take a photo of the collection and post it to Instagram with the tags #GiveArtNYC, #MJVisionaire and @VisionaireWorld are entered to win.



*Visionaire 65 Free NYC kiosk*

British leather goods maker Smythson is paying homage to "Strong Women" with an exclusive in-store art exhibition. Originally shown at its New Bond Street store in London, the brand is currently presenting the intimate portraiture of its friend Alistair Guy, which depicts famous figures in fashion, music and film, in its Madison Avenue boutique. Transforming a boutique into a temporary museum can give consumers more reason to travel to a bricks-and-mortar location ([see story](#)).

More than fashion brands got in on the action.

German automaker BMW is underscoring its design prowess with the help of the Frieze New York international art fair.

In addition to reinstating its Frieze Sounds installation, BMW will host art design talks at the fair. BMW has a history of participating in art fairs, giving its brand lifestyle and design credibility that makes it a more conspicuous player in its field ([see story](#)).

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