

APPAREL AND ACCESSORIES

Marc Jacobs casts diverse group for boundary-pushing campaign

June 17, 2016



Missy Elliott for Marc Jacobs fall/winter 2016

By STAFF REPORTS

U.S. apparel label Marc Jacobs is continuing its eclectic casting strategy for its fall/winter 2016 campaign to challenge the concept of normalcy.

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In the ads shot by David Sims, everyone from a gay couple to celebrities such as Missy Elliott and Sissy Spacek pose in the brand's ready-to-wear collection, providing a diverse look at beauty and individuality. Rather than picking the hottest face of the moment to appear in its campaigns, recently designer Marc Jacobs has been partnering with the individuals who inspire him on a personal level, creating a collaboration that feels more genuine than generic.

Profiles in courage

Marc Jacobs' ads this season have a haunting glow, capturing the subjects in diffused light.

John and Carlos, a couple in real life, pose together in women's wear in a portrait that is intended to recall Robert Mapplethorpe or Lou Reed. John previously walked the runway in a Marc by Marc Jacobs runway show years ago.



Marc Jacobs campaign image featuring John and Carlos

Missy Elliott poses in a parka and feathers, her hair coiffed to resemble the plumage.

Ms. Spacek is photographed in profile, her hair lifting off her shoulders as she looks pensive.

MARC JACOBS



Sissy Spacek in Marc Jacob's fall/winter 2016 campaign

Giving a personal background, the label's eponymous designer explains why he chose each of these individuals in social media posts.

Of the campaign, Mr. Jacobs writes, "The individuals in these photographs represent a collective embodiment of love, honesty, integrity, courage, strength, curiosity and inspiration. Together, as one story, this collection is a reminder to question and challenge normal and to continue exploring and pushing boundaries."

Fashion label Marc Jacobs portrayed its namesake designer's version of America by capturing the individuals who inspire him personally in its spring/summer 2016 advertisements.

The first image from the campaign shared by the brand showed transgender filmmaker Lana Wachowski, who has been behind blockbuster movies including "The Matrix." Gender shaped up to be a theme of spring ads as creative directors look outside the expected models for their casting ([see story](#)).

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