

APPAREL AND ACCESSORIES

Marc Jacobs launches MTV collection ahead of VMAs

August 26, 2016



Marc Jacobs resort 2017 collection

By STAFF REPORTS

U.S. fashion label Marc Jacobs is teaming up with MTV to fete its Video Music Awards on Aug. 28.

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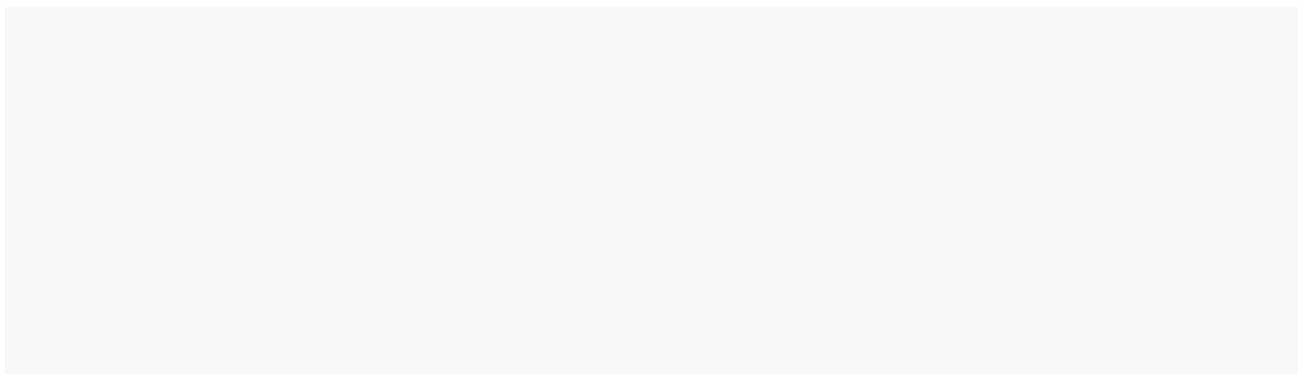
Expanding on its resort 2017 collection that looked back on the early days of the 35-year-old television network, the brand has launched a capsule collection of t-shirts, tote bags and sweatshirts featuring the MTV logo. Coinciding with the music event, Marc Jacobs' pre-order began on Aug. 26 and will run for five days.

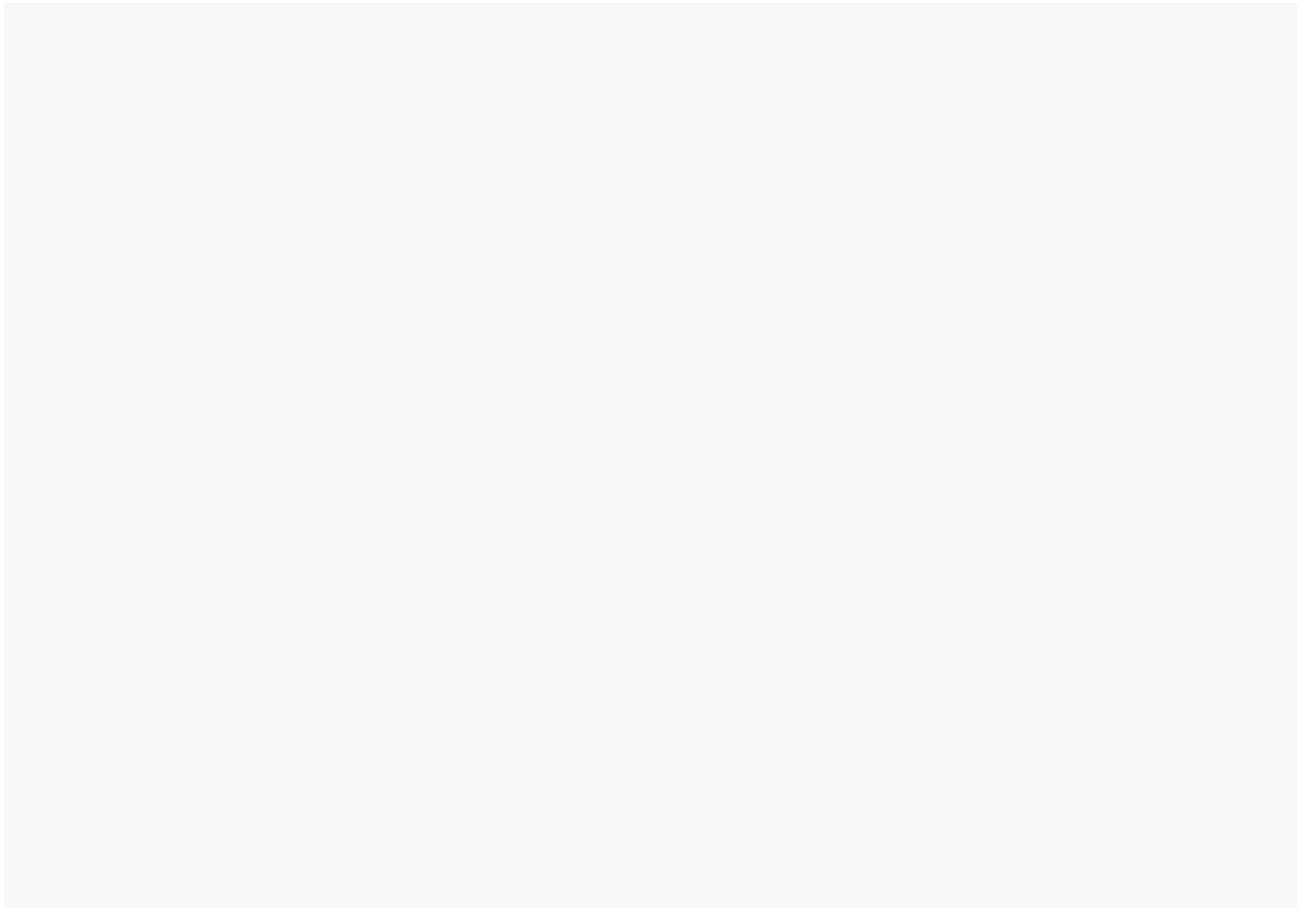
Main event

Within the capsule are t-shirts with the MTV logo in neon zebra or a palm tree print. Canvas tote bags replace the M in Marc Jacobs with MTV, combining both brands.

Prices range from \$150 for a tote to \$1,400 for an embroidered sweatshirt.

In addition to making the collection available to MTV fans, Marc Jacobs is also gifting celebrities at the VMAs with an exclusive MTV tote and tee, as well as its recently launched Velvet Noir mascara.





Happy 35th Birthday, @MTV! ? #MJRE17

A video posted by Marc Jacobs (@marcjacobs) on Aug 1, 2016 at 3:03pm PDT

Marc Jacobs is promoting the capsule with the hashtag #IWantMyMJMTV.

On Snapchat, the brand is giving its followers a behind-the-scenes look at the production of the VMAs.



Screenshot of Marc Jacobs' Snapchat Story

The VMAs are an opportunity to reach a pop-culture minded audience.

For instance, U.S. footwear and accessories label Stuart Weitzman highlighted its connection to pop music with its first television commercial that aired Aug. 30, 2015 during MTV's Video Music Awards.

The 30-second spot featured frequent brand face Gisele Bündchen performing the Electric Slide accompanied by a specially created track and a troop of male dancers. With a history of dressing the feet of famous singers for the stage, this advertisement may have inspired viewers at home to invest in the same brand their favorite artists count on ([see story](#)).

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