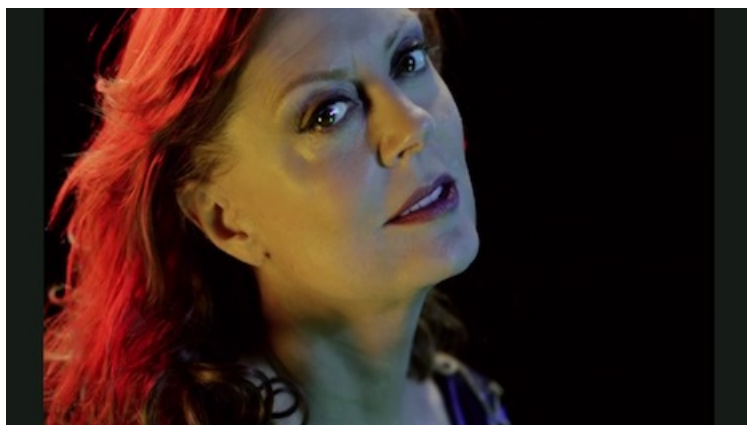


APPAREL AND ACCESSORIES

## Marc Jacobs trendy music video disguises celebrities in alternative fashion

September 14, 2016



*Susan Sarandon for Marc Jacobs, fall/winter 2016*

By BRIELLE JAEKEL

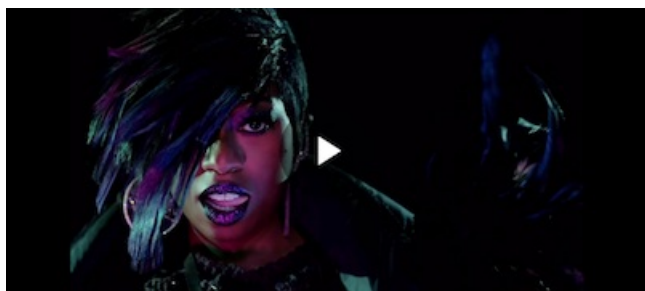
Fashion label Marc Jacobs is continuing to intertwine its brand with music, personifying an alternative and trendy image and leaning on celebrity appearances.

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The brand has been connecting with music further and further, and its latest is a campaign video for its latest collection that views more like a music video than an advertisement and debuted on Billboard magazine. Celebrities such as Missy Elliott, Susan Sarandon and Marilyn Manson make appearances sporting alternative, borderline gothic makeup and fashion while moving to an upbeat song.

Show me love

Created by music video director Hype Williams, Marc Jacob's fall collection film debuted on Billboard's Web site. The magazine's cover of its style issue features the designer alongside indie musician St. Vincent.



*Missy Elliot appears in Marc Jacob's video*

The Marc Jacobs label is moving closer and closer towards an alternative imaged rooted heavily in music. In August, the brand teamed up with MTV to fete its Video Music Awards on Aug. 28.

Expanding on its resort 2017 collection that looked back on the early days of the 35-year-old television network, the brand 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 ran for five days ([see more](#)).

The newest video builds on the vintage avant-garde feel while incorporating familiar faces for the wow factor. Fashion models Kendall Jenner and Cara Delevingne are almost unrecognizable in extreme looks with wild accessories that embody an alternative but still high fashion style.

Ms. Jenner and Ms. Delevigne are featured alongside musicians and actors such as Ms. Sarandon, Ms. Elliott, Mr. Manson, Courtney Love and St. Vincent, who don similar outfits. The fall campaign video featured Marc Jacobs' name in bright neon lights as well as Mr. Williams'.

Marc Jacob's Instagram is continuing its love affair with Ms. Jenner. After having the reality star/model walk in the recent NYFW show, the label shared a video of Ms. Jenner getting into a cab with Marc Jacob's famous dog, as the new fall campaign video plays in the background.



*Kendall Jenner appears on Marc Jacobs' Instagram*

The caption on the video thanks Ms. Jenner for walking the canine celebrity reading, "Aaaaaaw, thanks for the walk and the ride!"

#### Storytelling

The label has been weaving storytelling and music to personify a artistic, high fashion brand. Recently, Marc Jacobs hit the books to tout its commitment to unique storytelling.

To do so, Marc Jacobs is collaborated with fashion television channel Made to Measure and its "Off Book" series, now in its second season. Developed by entertainment conglomerate WME-IMG, M2M is a video network, covering the past, present and future of the fashion industry though multiple storytelling efforts ([see story](#)).