

FRAGRANCE AND PERSONAL CARE

Marc Jacobs casts up-and-coming It-girl for spring beauty spot

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Kaia Gerber for Marc Jacobs Beauty, spring 2017

By STAFF REPORTS

Marc Jacobs Beauty is proving the apple does not fall far from the tree with its casting of supermodel Cindy Crawford's daughter, Kaia Gerber, as the face of its latest campaign.

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Fifteen-year-old Ms. Gerber is quickly making a name for herself as an It-girl model, working with brands such as Prada-owned Miu Miu ([see story](#)) and Alexander Wang, as well as appearing in fashion editorials in Interview magazine and international Vogue titles, among others. In her latest modeling contract, Ms. Gerber has been selected as the face of Marc Jacobs Beauty's spring 2017 campaign.

Future beauty

Marc Jacobs Beauty's campaign with Ms. Gerber will appear in print, outdoor signage and digital campaigns.

In the first campaign images to be revealed, Ms. Gerber is shown wearing bold eye makeup, created using Marc Jacobs Beauty's new highliner matte gel eye crayon eyeliner in a teal hue, Whirl(pool). The model also wears the prestige beauty brand's O!mega lash volumizing mascara in peacock blue.

Both the eye crayon eyeliner and mascara are new additions to the LMVH-owned beauty brand's spring 2017 collection. The collection will launch in-stores and online in January.



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A second image shows Ms. Gerber wearing Marc Jacobs Beauty's new Le Marc liquid lip creme in Slow Burn, also part of the spring 2017 collection. Consumers will be able to purchase the lip product exclusively on beauty retailer Sephora's Web site on Cyber Monday prior to January's launch date.

"We've been really fortunate to have had incredible women represent Marc Jacobs Beauty – from Edie Campbell to Jessica Lange – and are excited to add Kaia Gerber to that list," said Marc Jacobs in a statement. "Shooting her for the beauty campaign was fantastic in every way – her beauty, her charm, her incredible personality and her professional work ethic, proved the apple doesn't fall far from the tree."

The brand's spring 2017 campaign was photographed by David Sims and styled by Katie Grand. Ms. Gerber's makeup was conceived by Diane Kendal, her hair by Guido Paolo and her nails were done Jin Soon Choi.

Marc Jacobs Beauty has established a portfolio of standout ambassadors since its launch.

Last year, for example, Marc Jacobs lashed out in a Winona Ryder-fronted campaign featuring its voluminous mascara.

The ads, also shot by Mr. Sims, were inspired by the film "Last Year at Marienbad," a favorite film of the label's namesake designer. Marc Jacobs' beauty ads have frequently starred cinematic personalities, allowing the brand to infuse the campaigns with drama and nuance ([see story](#)).

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