

FRAGRANCE AND PERSONAL CARE

Marc Jacobs looks to social audience to recruit beauty vloggers

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#CastMeMarc for Marc Jacobs Beauty

By STAFF REPORTS

U.S. fashion brand Marc Jacobs has retooled its "Cast Me Marc" casting call to find the brand's next beauty vlogger.

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The Cast Me Marc effort relies on social media and Marc Jacobs community of followers to source the brand's ambassadors. In the past, Marc Jacobs has hosted Cast Me Marc sessions for its fashion-related campaigns, but has relaunched its casting call for its Marc Jacobs Beauty line.

Pick me, pick me!

Marc Jacobs' Cast Me Marc is asking fans of the brand to post a video to Instagram explaining what inspires them in terms of beauty and fashion and why Mr. Jacobs should select them as his label's next beauty vlogger.

For luxury brands who count professional makeup artists or designers as creative partners, pairing with a well-known beauty vlogger may yield better results, as the Internet celebrity may be more relatable than the artist behind the products.

Starting as a hobby for most, many beauty bloggers began recording videos concentrating on the latest beauty products and trends, but have expanded topics to include skincare, hairstyle, fashion and lifestyle touchpoints ([see story](#)).

Cast Me Marc is open to all people over the age of 18 and is not country-specific. By being inclusive, Marc Jacobs is more likely to cull a true representation of its enthusiasts.



Kaia Gerber is the face of Marc Jacobs Beauty for spring 2017 (see story)

Videos tagged @MarcBeauty and with the hashtag #CastMeMarc will be considered through Dec. 5.

In January, ten finalists culled from all submissions will be flown to New York to record a makeup application. The video will be judged by Mr. Jacobs and a panel of judges.

From the top 10 finalists, Mr. Jacobs will select three final beauty artists to be part of a #BeautyMarc video series.

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