

APPAREL AND ACCESSORIES

## Marc Jacobs flaunts fashions in theatrical tribute

December 28, 2016



Video still from Marc Jacobs' "Big Spender"

By STAFF REPORTS

U.S. fashion label Marc Jacobs is speaking to the "Big Spender" with dramatic film featuring its resort collection.

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The short film, a recreation of an iconic scene from the musical "Sweet Charity," is set in a smoky dance hall. Diverting from the original, Marc Jacobs' remake plays with gender norms, casting a chorus of drag queens as the flirtatious hostesses.

### Musical adaptation

The film was the brainchild of Char Defranчесco, Marc Jacobs' beau, who shares creative director credit with Jason Marks and Michael Silas. Taking the Christmas gift beyond its single recipient, Marc Jacobs shared it with consumers via social media.

At the opening of the five-minute film, a man in a fur coat and fedora strolls up to a ticket booth manned by a drag queen. After paying, he is admitted to the club.

When he walks in, he gets the attention of the hostesses, who each try to earn his business with compliments or pickup lines. Filmed from the patron's perspective, the women perform Fosse-inspired moves by choreographers Michael Silas and Lyric Cruz, lip syncing to the soundtrack.

### *Big Spender by Marc Jacobs*

The cast includes Milk, the drag queen persona of Daniel Donigan, who was the former merchandising manager at Marc Jacobs in New York and who appeared in the brand's spring 2016 ad campaign. Like Mr. Donigan, other cast members such as Manila Luzon, Bianca del Rio, Alyssa Edwards and Detox are alums of reality competition show RuPaul's Drag Race.

Rounding out the cast are transgender actress Candis Cayne, Beyonc impersonator Michell'e and comedian Drew Droege.

Taking branded content beyond traditional advertising or promotional videos provides an opportunity to engage

and connect with consumers on a deeper level.

As brands require more video content to reach consumers, a number of companies have made an investment, creating in-house studios. During the "Brands Building Studios: The How, the Why, the ROI" panel discussion at ad:tech New York 2016 Nov. 2, speakers shared their own experiences of using video to inspire consumers ([see story](#)).

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