

APPAREL AND ACCESSORIES

Marc Jacobs' admiration of Frances Bean Cobain results in campaign appearance

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Frances Bean Cobain for Marc Jacobs spring/summer 2017

By STAFF REPORTS

LVMH-owned fashion label Marc Jacobs is tapping into the strength of Frances Bean Cobain for its spring/summer 2017 advertising campaign.

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In a personal message from the label's namesake designer, Mr. Jacobs speaks to Ms. Cobain's beauty and uniqueness as his reasons for working with the 24-year-old daughter of Courtney Love and the late Nirvana frontman, Kurt Cobain. Recently, advertising campaigns have handpicked the children of A-list celebrities in an attempt to make a connection with the next-generation of consumers.

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In his post, Mr. Jacobs explains that he first met Ms. Cobain when she was a toddler when he went out to dinner with her mother and fashion designer Anna Sui in New York.

Mr. Jacobs said that he has always wanted to work with Ms. Cobain due to her "beauty, uniqueness and strength," qualities that has long admired and respected.

In his work and personal life, Mr. Jacobs finds inspiration in individuals who "venture beyond preconceived boundaries."

For fall/winter 2016, for instance, the music video-like campaign featured celebrities such as Missy Elliott, Susan Sarandon, Marilyn Manson and Ms. Love, who made appearances sporting alternative, borderline gothic makeup and fashion while moving to an upbeat song ([see story](#)).

The sneak peek of Ms. Cobain for Marc Jacobs spring/summer 2017 shows the visual artist with unkempt hair, a dark lip, using what she had in her handbag the day of the shoot, and a long-sleeved jumper.



Frances Bean Cobain for Marc Jacobs, spring/summer 2017

Photographed by David Sims, the black-and-white campaign is more subdued than Marc Jacobs' brightly colored runway presentation for the spring/summer 2017 collection.

In conversation with [Vogue](#), Ms. Cobain said: "I don't model unless I think the project is cool, and I don't put my name behind something that I don't genuinely believe in.

"I thought this collection was great," she said. "I was flattered that Marc thought of me for this."

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