

APPAREL AND ACCESSORIES

Marc Jacobs tells consumers to call 1-844-LUV-MARC for a good time

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Image courtesy of Marc Jacobs

By JEN KING

U.S. fashion label Marc Jacobs' phone lines are open and consumers are encouraged to dial-in to make all their dreams come true.

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For Valentine's Day, Marc Jacobs has filmed a collection of vignettes that echo the sex hotline infomercials prevalent during late night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach may be a welcomed difference for consumers looking for gift suggestions.

Marc Jacobs was reached for comment.

Dial in

Marc Jacobs has shared the trio of short commercials across its social media channels along with still imagery displaying small leather goods, cosmetics and timepieces by the brand.

In the first video, a woman named Lexie with teased hair sits in front of a "glamour shoot" backdrop common to the throwback era. Across the bottom of the screen, yellow text reads, "1-844-LUV-MARC U.S. & Canada only, call now."

Marc Jacobs' 1-844-LUV-MARC: Lexie

As Lexie begins to speak, she recites a common Valentine's Day poem, saying, "Roses are red. Violets are Blue," but changes the end to be "The phone lines are open. We're waiting for you. Call 1-844-LUV-MARC to make all your dreams come true."

The video continues to spoof sex hotlines with Lexie saying she does not want a Prince Charming, just someone with a hot bod as she seductively interacts with the camera.

In the next vignette, Chloe, a model with dramatic eyeshadow and sunglasses, tells viewers how she's not into games, but she's ready to play. As her call testimonial continues, she instructs viewers to "just write down the number, press the buttons, hold the phone to your face and let's talk."

Marc Jacobs' last 35-second infomercial features Jessica who tries her best to be seductive, but ends up spraying herself in the face with perfume accidentally. Jessica is shown applying lipstick, flipping her hair for more volume and tells viewers it's all because she has a "hot date with a serious piece of tail: you."

Marc Jacobs' 1-844-LUV-MARC: Jessica

Each hotline infomercial encourages consumers to call the number listed on their screen, an interesting departure from today's mobile and digital efforts. Although video is most often consumed on mobile devices, telephone calls are no longer the primary functions of a smartphone.

When the 1-844-LUV-MARC number is actually called, an automated recording starts. Spoken in a sultry voice, similar to that of either Lexie, Chloe and Jessica, the recording tells the caller she's been waiting for the call for a long time, and she's got a secret to share.

The call then shares a discount code for Marc Jacobs' Web site. When entered in the U.S. and Canada only, consumers are eligible for 10 percent off their entire purchase through Feb. 14.



Image courtesy of Marc Jacobs

For Valentine's Day gifting, Marc Jacobs is suggesting a number of small leather goods such as wallets, clutches, phone cases and key rings as well as cosmetics from the Marc Jacobs Beauty range, fragrances and timepieces.

Alternative approach

Valentine's Day market often relies on the codes of the romantic holiday with efforts steeped in loving sentiments.

Last year for example, U.S. jewelry brand Tiffany & Co. asked the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

The What is Love? effort served as Tiffany's Valentine's Day campaign, and featured testimonials from an assortment of individuals, a gift guide and a love generator that presents consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely served as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).

While there is no right or wrong way to communicate Valentine's Day sentiments, those tired of the traditional context surrounding the lovers' holiday, or those who are single, may appreciate Marc Jacobs' effort even more.

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