

FRAGRANCE AND PERSONAL CARE

Marc Jacobs' presence at Grammys kicks off ambassador campaign

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Sarah Tanno for Marc Jacobs

By BRIELLE JAEKEL

U.S. fashion label Marc Jacobs' beauty division is teaming up with celebrity makeup artists for a new ambassador campaign that has already gotten a jumpstart by leveraging some of the biggest events of the year.

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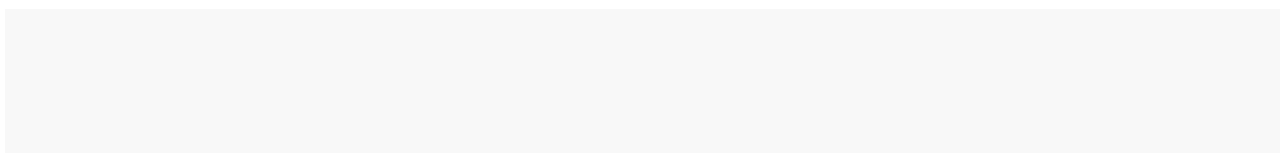
Makeup artists Michael Ashton, Hung Vanngo and Sarah Tanno are partnering with Marc Jacobs Beauty as the newest brand ambassadors. The campaign has kicked off with the makeup artists showing off the brand's products and their talent on big names such as Adele and Lady Gaga.

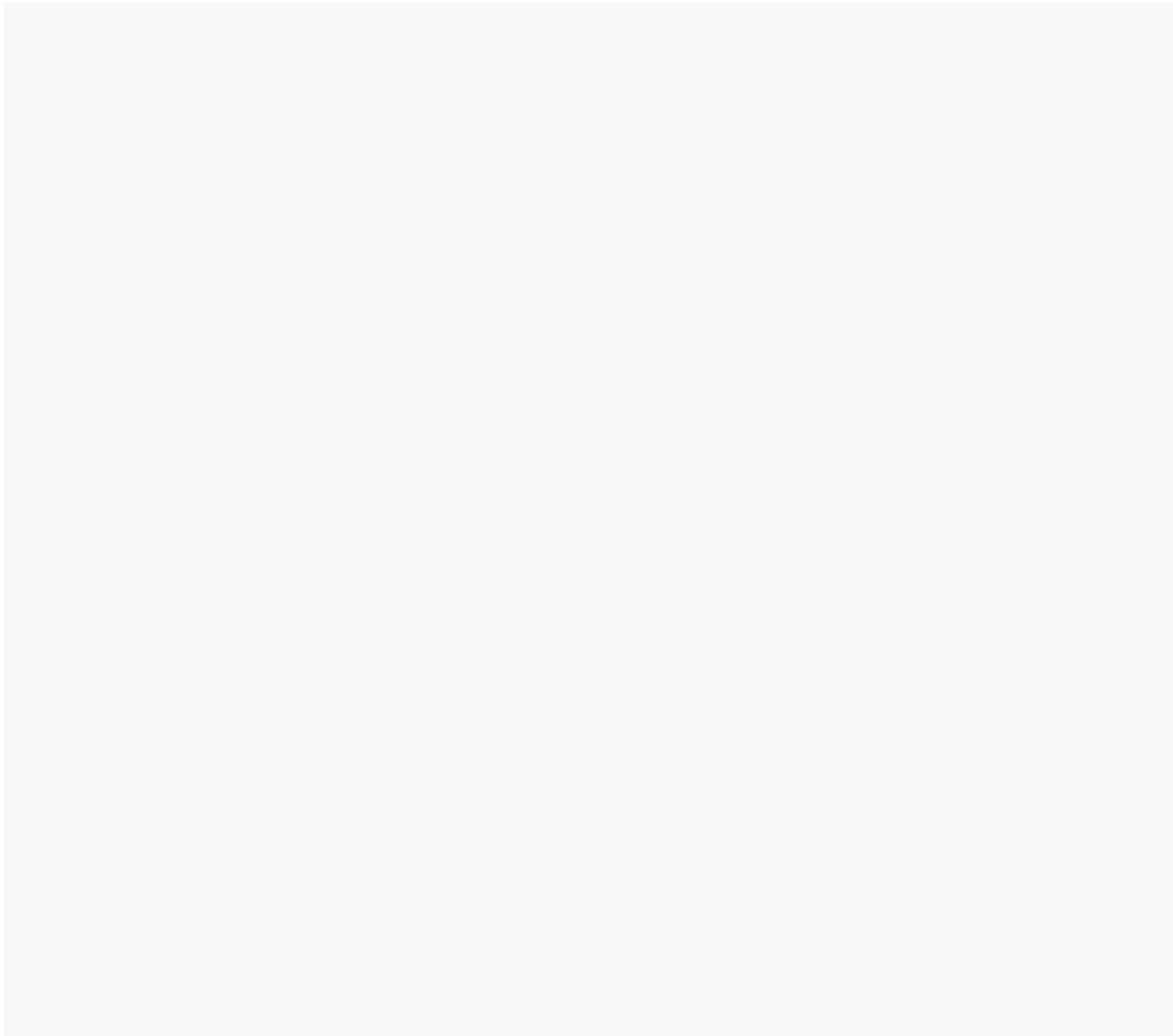
"Marc Jacobs Beauty represents a revolutionary mix of innovative formulas, indulgent textures and next-generation performance," said Catherine Gore, vice president and general manager of Marc Jacobs Beauty, kendo. "We are thrilled to take this performance to the next level with these bold and extremely talented artists, whose dare-to-play artistry philosophies and visions perfectly align with our brand."

Makeup marketing

Mr. Ashton, Mr. Vanngo and Ms. Tanno will be lending their talents to a variety of assets in regards to Marc Jacobs Beauty marketing. The new ambassador program will see digital tutorials featuring Marc makeup, editorial pieces and behind-the-scenes access to celebrity looks.

The campaign has already taken off with initiatives at the Super Bowl and the Grammy's, with support on social media. Mr. Ashton recently completed the look for Adele at the Grammys, where the star had a buzz-worthy performance.



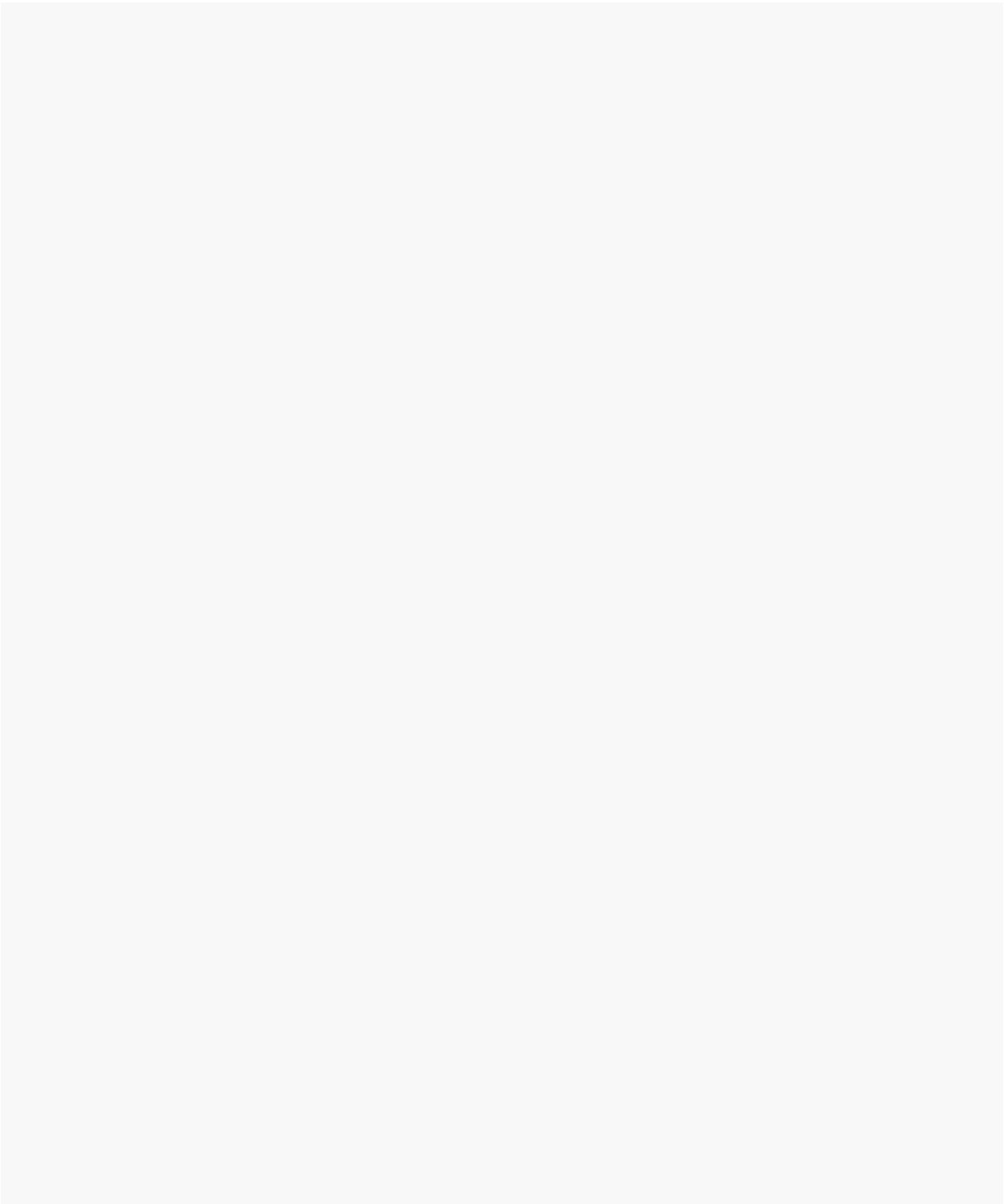


#Grammys Red Carpet regram from @michaelashton, Global Beauty Ambassador for Marc Jacobs Beauty. Michael created Adele's Grammy Awards Make Up look: "@adele @recordingacademy #Grammy Awards Red Carpet 2017 #MakeUp @michaelashton #Hair @chrisappleton #Styling @gaellepaul #Manicure @kimmiekeeys Recreate the look at home using: EYES: Marc Jacobs Beauty Twinkle Pop Eyeshadow Stick in Volver Marc Jacobs Beauty Style Eye-Con 7 Palette in The Lolita Marc Jacobs Beauty Magic Marc'er in Black Marc Jacobs Beauty #VelvetNoir Mascara LIP: #LeMarc Lip Creme / Slow Burn + Fawn Over Me FACE: Marc Jacobs Beauty Under(Cover) Coconut Primer Marc Jacobs Beauty Genius Gel / Bisque Medium Marc Jacobs Beauty Remedy Concealer Pen / Wake - Up Call #InstaMarc Light Filtering Contour Powder / Dream Filter 20 BROWS: Marc Jacobs Beauty Brow Tamer Marc Jacobs Beauty Brow Wow / Taupe + Ash Brown. SKINCARE: Ole Henriksen Pure Truth Melting Cleanser Ole Henriksen Nurture Me Cleansing Cloths. Ole Henriksen Ultimate Lift Eye Cream Ole Henriksen Pure Truth Youth Activating Oil Ole Henriksen Nurture Me Creme Ole Henriksen Nurture Me Facial Water @marcbeauty #MarcJacobsBeauty @ole_henriksen #OleGlow #GetTheLook"

A photo posted by Marc Jacobs Beauty (@marcbeauty) on Feb 12, 2017 at 7:03pm PST

On social media, Mr. Ashton shared images of the singer's looks during her performance, on the red carpet and with her awards, as well as a photo of all the Marc products used. The official Marc Jacobs Beauty accounts on social media reshared the images.

Ms. Tanno shared similar content with work on Lady Gaga for both the Super Bowl and the Grammys, which Marc Jacobs Beauty also shared.



Love this beat ???#grammys #ladygaga #sarahtannomakeup #makeup #marcjacobsbeauty makeup assistant @peggywrightmua #metallica Hair by @fredericaspiras @marcbeauty @thewallgroup Eyes New @marcbeauty Matte Highliner Gel Crayon in (Fine)Wine & Blacquer Twinkle Pop in Leila Velvet Noir Mascara Skin ReMarcable Foundation Remendy Concealer Pen O!Mega Bronzer in Tantric Blush Lush &a Libido Lips Boy Gorgeous

A photo posted by Sarah Nicole Tanno (@sarahtannomakeup) on Feb 12, 2017 at 6:05pm PST

All three makeup artists shared content on their respective social media pages to announce their new partnership with Marc. The artists will travel worldwide to create content for the campaign throughout the next year.

Marc Jacobs

Marc Jacobs Beauty also launched its cosmetics collection at Harrods with a larger-than-life display.

Marking the brand's entry into the UK market, the beauty label took over the retailer's Brompton Road exhibition windows, filling the panes with giant sculptures of some of its latest products. Giving Marc Jacobs Beauty a store footprint that extended beyond the beauty counters will help ensure that this Harrods exclusive was not missed by customers ([see more](#)).

Marc Jacobs' phone lines were recently opened and consumers were encouraged to dial-in to make all their dreams come true.

For Valentine's Day, Marc Jacobs 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 ([see more](#)).

"Most importantly, authenticity is key to Marc Jacobs and we are so excited to work with artists who genuinely love and authentically use our products," Ms. Gore said.

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