

FRAGRANCE AND PERSONAL CARE

Marc Jacobs taps Kaia Gerber for youthful perfume push

March 31, 2017



Marc Jacobs Daisy campaign

By STAFF REPORTS

U.S. fashion label Marc Jacobs is giving its fragrance Daisy a fresh look in honor of its 10th anniversary.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A new campaign features model Kaia Gerber as part of a trio of free spirited young women, as she frolics outdoors. The campaign, which debuted Marc Jacobs' digital channels on March 31, act as the start to the brand's celebration of a decade of Daisy.

Easy-going energy

Marc Jacobs Daisy was previously marketed with an easy-going ad directed by Sofia Coppola ([see story](#)).

Now, the brand is writing a new chapter in the fragrance line's saga with a new commercial shot by Alasdair McLellan and creative directed by Katie Grand. In the 30-second spot, Ms. Gerber appears alongside Sofia Mechetner and Dilia Martins as the fresh faced models braid each other's hair, bask in the sun and swing.

Daisy Marc Jacobs

"I'm thrilled to be the face of Daisy Marc Jacobs," said Ms. Gerber in a statement. "The campaign is playful and light-spirited and that is exactly the way I am.

"This is my first global fragrance campaign, and I am honored it is with Marc Jacobs, an iconic brand I have known and loved for so many years."

While this is Ms. Gerber's first fragrance booking, the model is an existing face for Marc Jacobs Beauty.



Marc Jacobs Beauty campaign featuring Kaia Gerber

Fifteen-year-old Ms. Gerber, the daughter of supermodel Cindy Crawford, is quickly making a name for herself as an It-girl model, working with brands such as Prada-owned Miu Miu ([see story](#)) and Alexander Wang, as well as appearing in fashion editorials in Interview magazine and international Vogue titles, among others. Ms. Gerber was also selected as the face of Marc Jacobs Beauty's spring 2017 campaign ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.