

FRAGRANCE AND PERSONAL CARE

Marc Jacobs casts global vloggers in how-to video series

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#CastMeMarc for Marc Jacobs Beauty

By STAFF REPORTS

U.S. fashion label Marc Jacobs has named the finalists of its casting call to find the brand's next beauty ambassador.

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Launched in November 2016, Marc Jacobs turned to its social audience in the Cast Me Marc effort that relied on the brand's community of followers to source a brand ambassador ([see story](#)). As Gen Z consumers move up in the ranks, brands are beginning to formulate efforts in response to the demographic's penchant for video tutorials produced by amateur influencers.

#BeautyMarcs

Marc Jacobs Beauty conducted its first-ever Cast Me Marc over the course of a few months. Each candidate had to share a video to Instagram telling Mr. Jacobs what inspires them in beauty and fashion and why they should be selected for the brand's #BeautyMarc video series.

From the submissions, Mr. Jacobs narrowed down 10 finalists from around the world.

Mr. Jacobs flew the 10 finalists to New York where they were asked to record a makeup application video for a panel of judges. Mr. Jacobs and Marc Jacobs Beauty global educating artist Yvonne Macinnis sat on the panel.

Entertainer and personal friend of Mr. Jacobs, Milk announced the five winners who will go on to represent the Marc Jacobs Beauty brand.

The winners are London-based, Zambia-born Nathalie Sade Fontanges, Rhea Jacobs from Dubai, United Arab Emirates, Australia's Lucy Garland, Jay from Santa Barbara, CA and Zachary Edward from Los Angeles.



Milk, in white, with the 5 Cast Me Marc winners

"We were really excited to see the response to the #CastMeMarc global search," Mr. Jacobs said in a statement. "I really enjoyed the submission videos and loved everyone's enthusiasm and energy."

"I love to see how different people interpret all of the products we have worked so hard on," he said. "We're super appreciative of people traveling so far to work with us and can't wait to see what they do."

The five winners will be featured in the upcoming #BeautyMarc how-to video series. The winners have also been given a year's supply of Marc Jacobs Beauty products, an allowance for Marc Jacobs apparel and accessories and an invite to the brand's beauty influencer events.

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