

APPAREL AND ACCESSORIES

Marc Jacobs emphasizes transformations for spring eyewear line

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Marc Jacobs eyewear campaign '17

By BRIELLE JAEKEL

U.S. fashion label Marc Jacobs is showing off the different personalities of its latest eyewear designs in a campaign video that entices fans by transforming the wearer of the sunglasses.

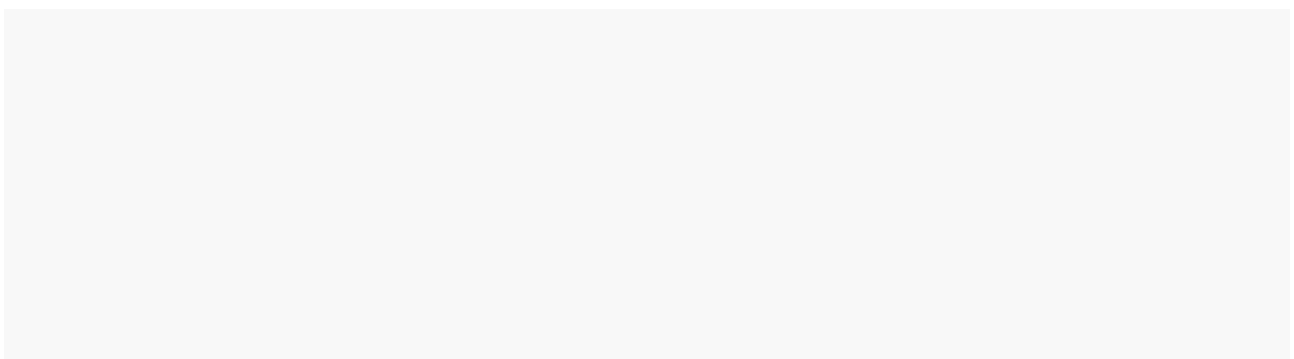
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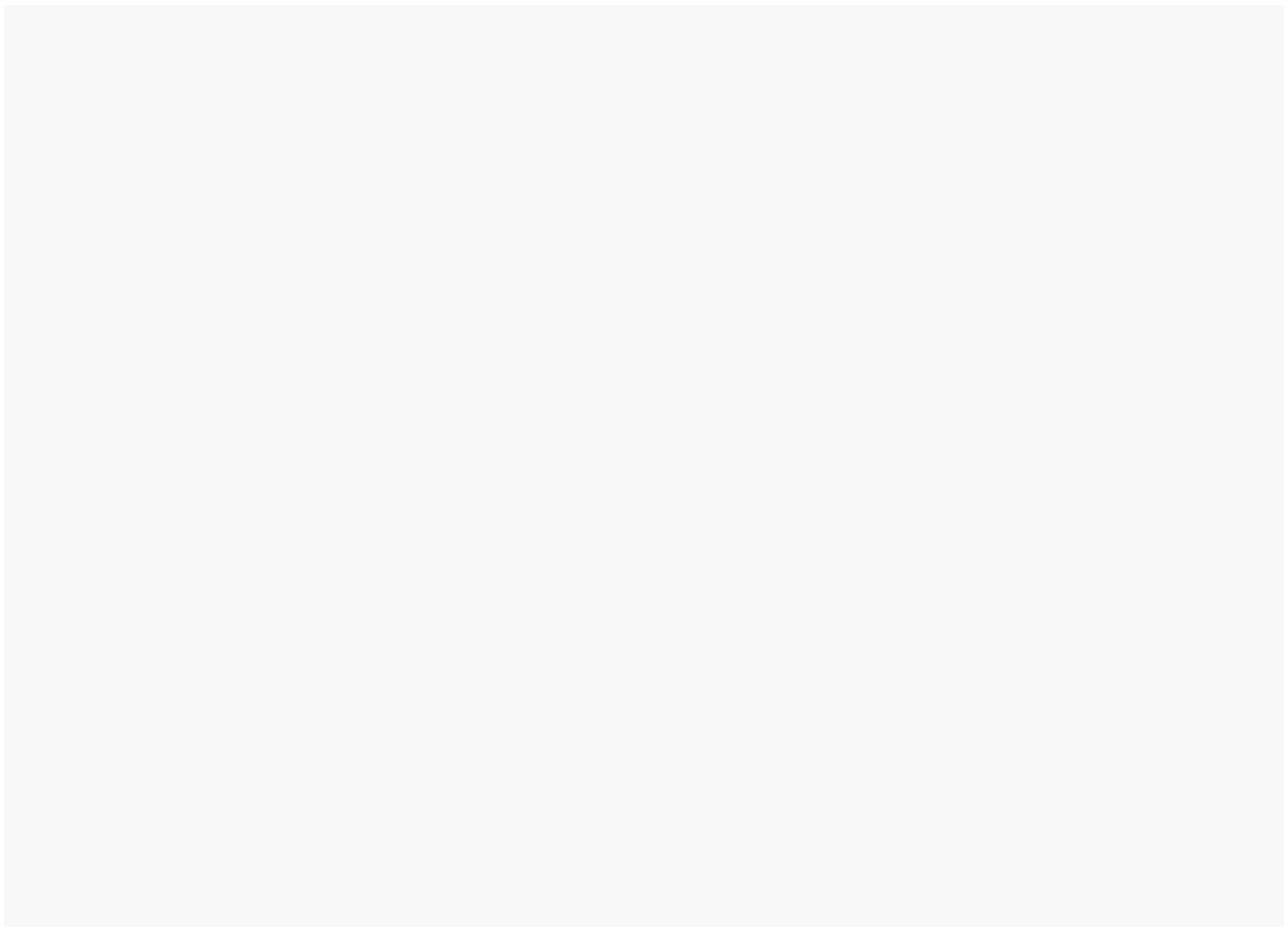
Model and actress Kiko Mizuhara is the face of Marc Jacobs' campaign for the spring 2017 sunglass line. The designer is sharing a video of the model sporting new styles in which each one transforms her into a different personality.

"The importance of this video to the Marc Jacobs brand is that it impresses on the viewer how their life can be transformed from the mundane to the spectacular by just wearing the brand's eyewear," said Marci Troutman, CEO of [SiteMinis](#), Atlanta, GA.

Model transformation

Marc Jacobs is urging fashion eyewear fanatics to "enter the transformative world of Marc Jacobs spring '17 eyewear featuring Kiko Mizuhara" with its latest video.





Meet our Metal Twist Sunglasses with pav crystals from our Spring '17 collection. Bright colorful stones. Sleek pointed frames. Don't get it twisted. Link in bio to shop. #MJSS17

A post shared by Marc Jacobs (@marcjacobs) on May 8, 2017 at 2:57pm PDT

Keeping in with Marc Jacobs' style, the video takes place in a convenience store to keep a street style feel with a high-end fashion flare.

The video begins with Ms. Mizuhara walking into a convenience store in a plain black jacket with her hood up. She enters the store, takes off her hood and looks around.

Ms. Mizuhara finds a rack of sunglasses and begins to put one on. When she does, she discovers that her reflection is completely transformed.

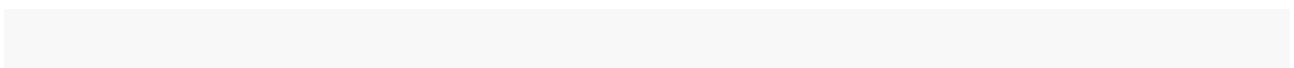
Meet our Metal Twist Sunglasses with pav crystals. Bright colorful stones, Sleek pointed frames.

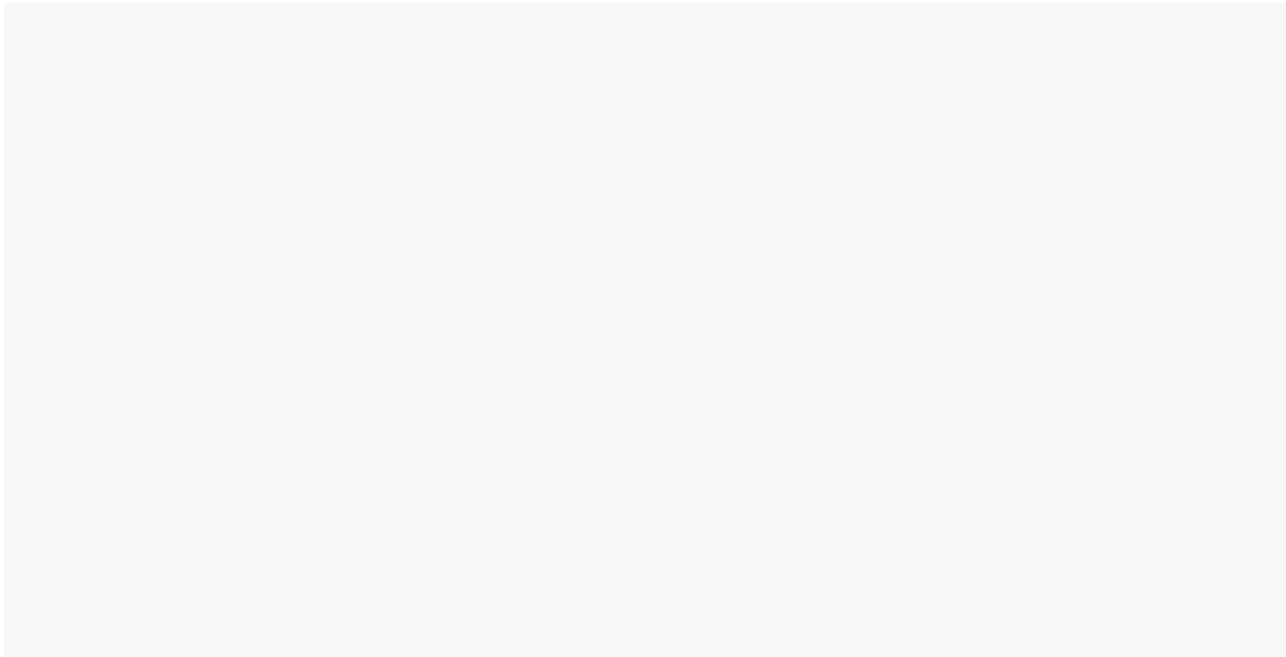
<https://t.co/lfLdNahNe2> #MJSS17 pic.twitter.com/KVZjxYGyNX

Marc Jacobs (@marcjacobs) May 9, 2017

Startled, the model immediately takes them off and looks around confused. She slowly starts to put them on again, and as she does the lights begin to flicker before the video goes completely dark.

The lights come back and Ms. Mizuhara is completely transformed and begins dancing down the aisle while wearing the eyewear design. She continues to do so with many other designs from the spring line, each with a new outfit to accompany its personality.





Enter the transformative world of Marc Jacobs Spring '17 eyewear featuring @i_am_kiko. Shop the collection now in bio. #MJS17 2/3

A post shared by Marc Jacobs (@marcjacobs) on May 8, 2017 at 8:00pm PDT

Marc Jacobs is sharing the video on social media, including a link to its page to shop all the products from the collection.

A preview on its social media account teased the full video to followers prior to its release.

Marc Jacobs marketing

Marc Jacobs also recently named the finalists of its casting call to find the brand's next beauty ambassador.

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. 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 ([see more](#)).

The fashion label also educated consumers on the breadth of musical techniques employed by artists through a partnership with i-D magazine.

"The A-Z of Music" gathered 26 talents both up-and-coming and established and asked them to describe their music in one letter of the alphabet. This homage to the art form of music reflects the brand's love of music, which it says is an ever-present source of inspiration ([see more](#)).

"By not using voice overs and simply a dance club catchy pop music sound the brand is able to play globally, be a fun sharing video, while pushing the lifestyle elements of the product," Ms. Troutman said. "Fun, transformational videos like this have a better than good chance at becoming a top social media share across multiple platforms."

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