

APPAREL AND ACCESSORIES

Marc Jacobs turns Vans into canvases for artistic expression

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Marc Jacobs x Vans sneakers. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs is inspiring consumers to be artists through a collaboration with California shoe brand Vans.

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The limited-edition Marc Jacobs x Vans style comes with a set of felt markers, giving owners the chance to customize their footwear with some DIY decoration. To launch the shoes, the label tapped 17 artists to decorate their own pair, showing the diversity of possibilities of the blank canvases.

Making a mark

Marc Jacobs' design for Vans is a slip-on style embellished with artwork by Julie Verhoeven. The British multimedia artist's drawing features black lines and white spaces, allowing consumers to turn them into a wearable coloring book.

Giving examples of the many different interpretations available of the design, Marc Jacobs filled in the lines with the help of creative minds.

Makeup artist Sarah Tanno, who works with Lady Gaga and who serves as a Marc Jacobs Beauty ambassador, worked with the medium she is most comfortable with, decorating her pair with items found in her cosmetic kit.

Similarly, florist Ariel Dearie Flowers embellished the illustration with live buds, and manicurist Jin Soon Choi painted hers with Marc Jacobs nail lacquer.



Marc Jacobs x Vans embellished by Ariel Dearie Flowers. Image credit: Marc Jacobs

Designer Marc Jacobs opted to use the included markers to decorate his own set of sneakers, choosing a streamlined red, white and black color palette.

The 17 chosen decorators also include photographer and Helmut Lang social media editor Ava Nurui and drag queen Milk.

Consumers can purchase the shoes on June 16 at Marc Jacobs' Prince Street store in New York's SoHo neighborhood and its Bookmarc and Aoyama locations in Tokyo.

Those who are outside of these two cities can enter to win a pair of their own via a giveaway on the brand's Web site. Ending at 11:59 p.m. EST on June 14, the drawing asks for consumers' contact details in exchange for entry.

As consumers increasingly seek something that is one-of-a-kind, DIY and becoming popular forms of engagement with brands.

For instance, department store chain Lane Crawford helped consumers get in touch with their artistic side with a series of DIY workshops in-store.

Every Saturday from May 23 through June 13, at the retailer's Canton Road store, the brand's Blitz will curate sessions where consumers can make a pair of Vans classic white slip-ons their own with supplies found in a complimentary kit. Getting consumers actively participating in making the clothing they will wear can create a lasting memory of the store ([see story](#)).