

FRAGRANCE AND PERSONAL CARE

Marc Jacobs dresses the eyes with new fabric-inspired palettes

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Model Kaia Gerber is the face of Marc Jacobs Beauty. Image credit: Marc Jacobs Beauty

By STAFF REPORTS

Marc Jacobs Beauty has relaunched its eyeshadow palettes to forge a closer connection between its fashion and color cosmetics.

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In late June, it was announced that Marc Jacobs Beauty would discontinue its current eyeshadow range, but the brand quickly relaunched six new products called the Eye-Conic Multi-Finish Eyeshadow Palettes. Each \$49 palette includes seven pans of high-pigmented eyeshadows with four different fashion finishes.

A eyeful of beauty

Marc Jacobs Beauty's eyeshadow range includes an all-new formula and shades.

The brand decided to relaunch its eyeshadows with finishes inspired by the latest Marc Jacobs ready-to-wear collection. Finishes for the six palettes include velvety matte, shimmery satin, sparkly silk and metallic lam.

Each palette includes six pans of neutrals and one statement color. Four of the shadows feature the fabric-inspired finishes.

To market the new eyeshadow palettes and connect its beauty and apparel divisions, Marc Jacobs is encouraging consumers to "dress [their] eyes" using its #TheDressedEye hashtag.



Marc Jacobs Beauty relaunched its eyeshadow palettes to be more fashion-focused. Image credit: Marc Jacobs Beauty

The collection went live on Marc Jacobs' Web sites July 3.

LVMH-owned beauty retailer Sephora had the North American exclusive until July 8. Neiman Marcus and Bergdorf Goodman sold the palettes online from that date as well ([see story](#)).

As of July 21, the collection will have wider in-store distribution at Net-A-Porter, Neiman Marcus, Bergdorf Goodman and Marc Jacobs' boutiques. Retailers Harrods and John Lewis also began selling the collection July 21 in-store.

In September the collection will launch elsewhere in Europe, Asia, Australia and the Middle East.

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