

FRAGRANCE AND PERSONAL CARE

## Marc Jacobs Beauty taps model-activist as newest face

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*Adwoa Aboah is the latest face of Marc Jacobs Beauty. Image courtesy of Marc Jacobs Beauty*

By STAFF REPORTS

U.S. fashion label Marc Jacobs is building on its existing relationship with model Adwoa Aboah, casting her as the latest face of its beauty line.

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Serving as the spokesmodel for the Kendo-produced Marc Jacobs Beauty line in 2018, Ms. Aboah stars in campaigns that will debut later this year. Ms. Aboah joins a varied group of past and present Marc Jacobs Beauty faces, which include actors Jessica Lange and Winona Ryder and models Kaia Gerber and Edie Campbell.

New face

Ms. Aboah has walked in runway shows for brands including Chanel and Bottega Veneta. The British model's career has been on the rise in the past year, with a number of magazine covers and campaigns under her belt, including efforts for Versus Versace and Dior, leading Models.com to rank her within the top 50 ([see story](#)).

Marc Jacobs was the first to cast Ms. Aboah in a runway show in New York, starting a relationship that has continued to this day.

"Marc gave me my first fashion show in New York City," Ms. Aboah said in a statement. "It was a dream come true and from that point on, he has been one of my biggest supporters.

"I am so excited to be the new face of Marc Jacobs Beauty, and to have been able to work alongside marc once again is truly inspirational," she said. "His attention to detail is like no other and you see his vision instantly come to life."

Along with her work in fashion, Ms. Aboah is the founder of Gurls Talk, a movement that aims to create a safe space for women to talk about their experiences. The first Marc Jacobs Beauty campaign image featuring Ms. Aboah is for the brand's Le Marc Liquid Lip Crayon, a liquid lipstick in the form of a crayon, which promises 16 hours of wear.

In the ad, shot by David Sims and creative directed by Katie Grand, the model's bright red lip is complimented with a punchy scarf and a purple hat.



*Marc Jacobs ad featuring Adwoa Aboah. Image courtesy of Marc Jacobs Beauty*

For the shoot, Marc Jacobs Beauty also tapped makeup artist Diane Kendal, hairstylist Guido Palau and manicurist Jin Soon Choi. The crayon, launching for spring 2018, will be available exclusively through Sephora's ecommerce site on Dec. 12.

From there, it will debut on MarcJacobs.com on Dec. 16 and be available in bricks-and-mortar stores such as Neiman Marcus, Bergdorf Goodman, Marc Jacobs, Harrods and John Lewis from Dec. 26.

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