

FRAGRANCE AND PERSONAL CARE

Marc Jacobs Beauty invests further into inclusion marketing via foundation

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Marc Jacobs Beauty launches its "Shameless" line. Image credit: Marc Jacobs Beauty.

By BRIELLE JAEKEL

U.S. fashion label Marc Jacobs' beauty division has looked to an unexpected source as the inspiration for its latest foundation collection ethos and name.

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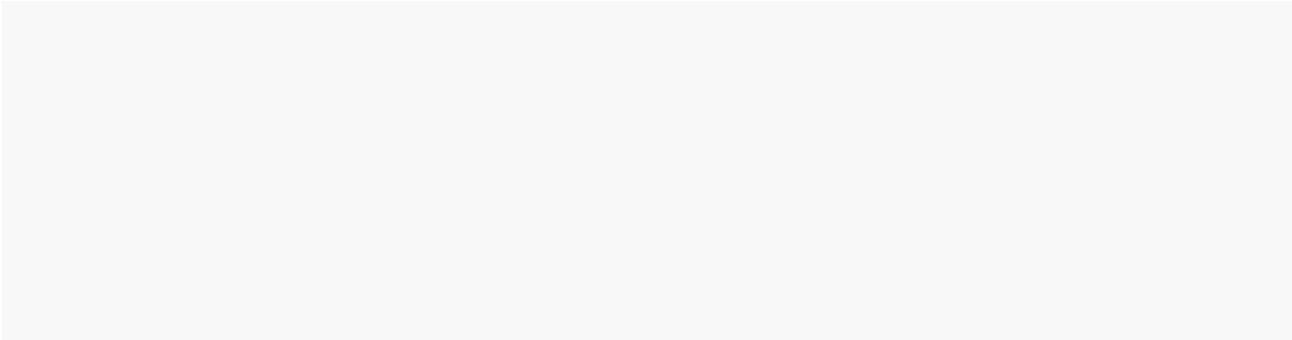
For the third foundation launch by Marc Jacobs Beauty, the new collection will be named "Shameless," inspiring fans to unapologetically be who they truly are. The campaign is drawing significant attention due to the origin of the name, which comes from founder Marc Jacobs' chest tattoo.

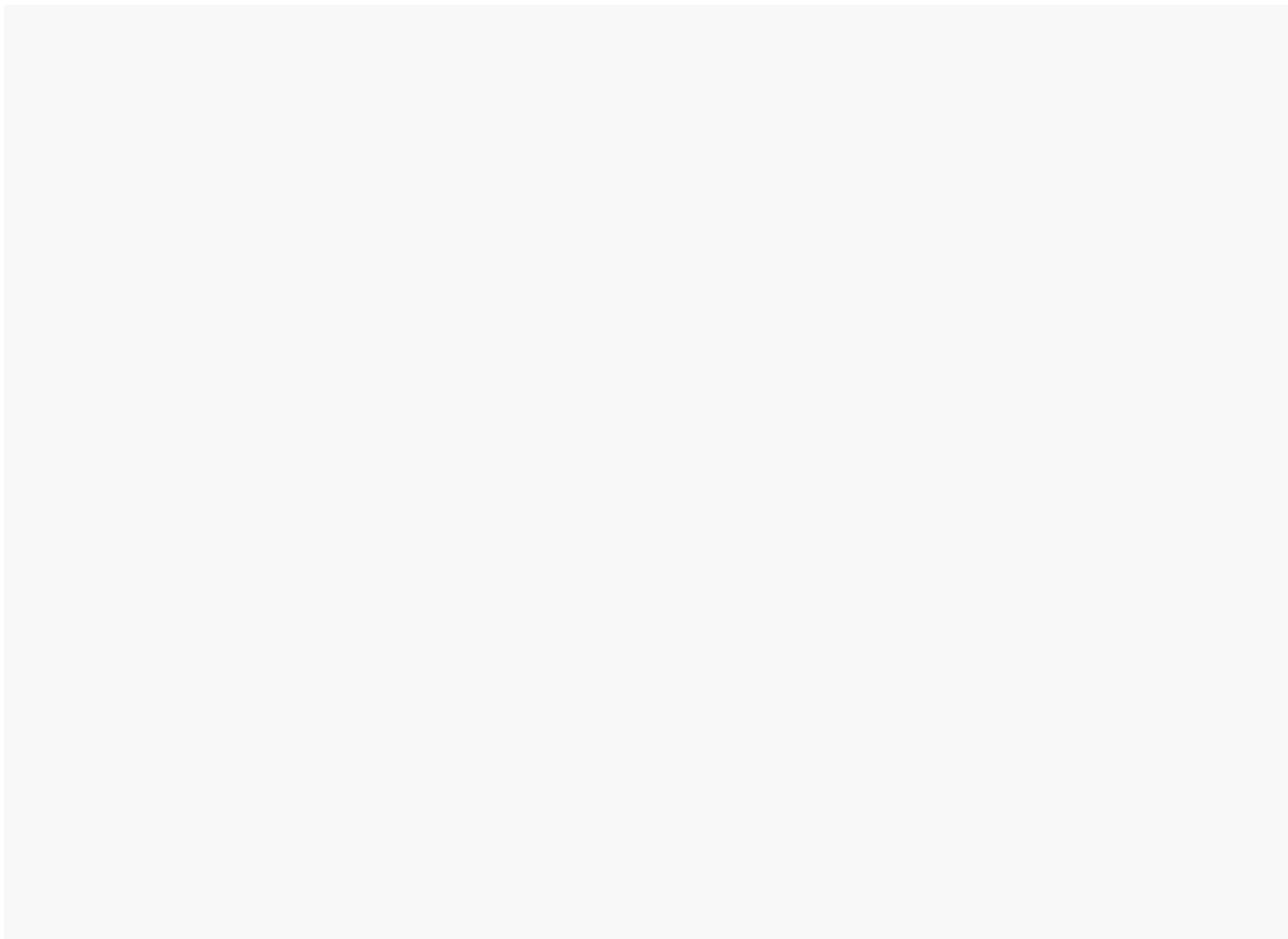
Shameless

Two years in development, the foundation collection contains a variety of 29 shades and SPF.

Marc Jacobs Beauty is looking to 29 different models to tout its varying shades. The foundation will also be featured in a New York Fashion Week influencer activation.

Nine influencers will flaunt the foundation throughout two days during NYFW at the labels' show, dinner and Marc Jacobs styling appointments.





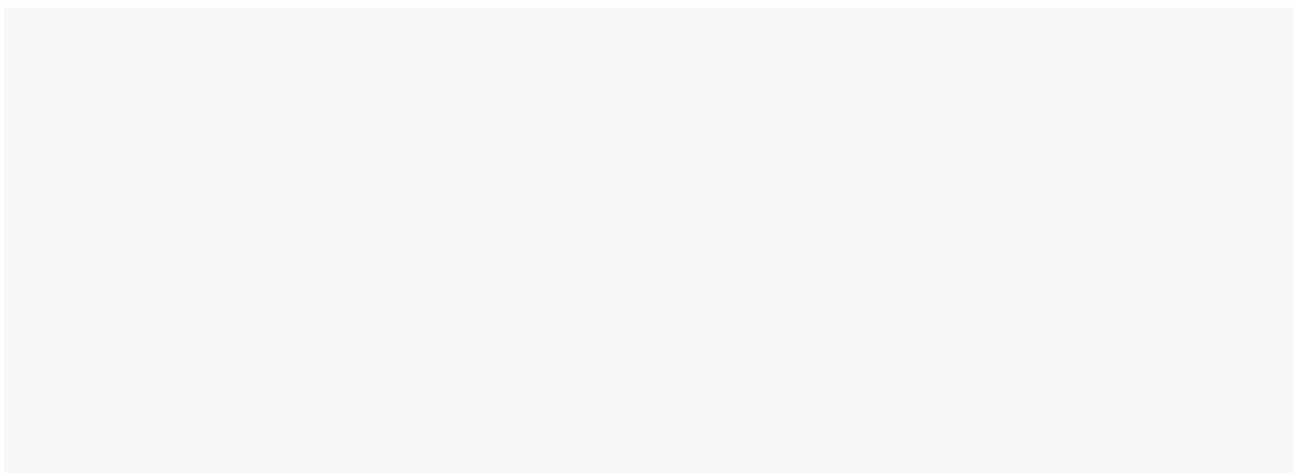
Everything you've ever wanted in a foundation. Flashback-free SPF 25. Self-setting longwear. Exceptional hydration. Alleviates the dulling effects of pollution. Introducing Shameless Youthful-look 24-H Foundation SPF 25. #MarcJacobsBeauty #SoShameless

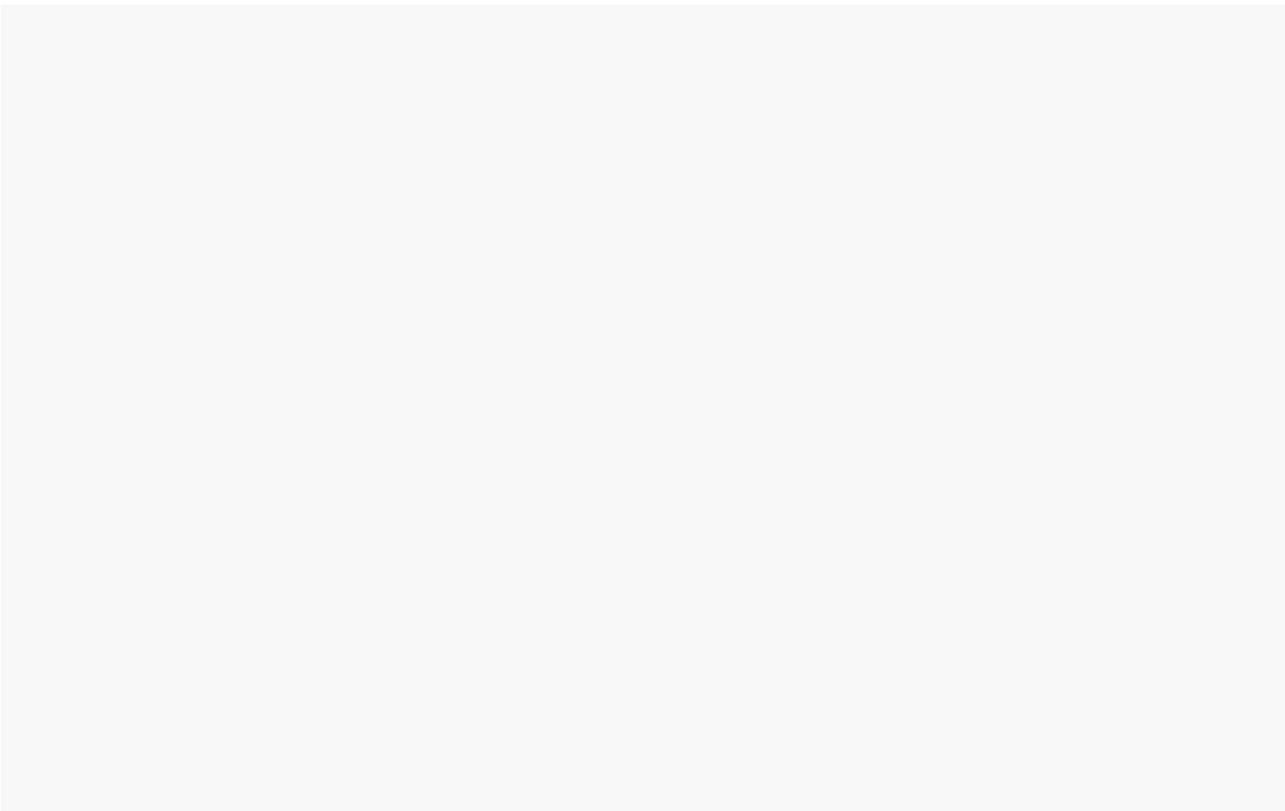
A post shared by Marc Jacobs Beauty (@marcbeauty) on Feb 6, 2018 at 5:12pm PST

Currently, Marc Jacobs Beauty accounts on social media feature each shade's model discussing ideas behind the term Shameless.

Describing it as "everything you've ever wanted in a foundation," the brand is emphasizing the multitude of features in Shameless. Along with SPF, the product includes self-setting long wear technology, hydrating capabilities and claims to alleviate dullness.

The new product line will take the place of Marc Jacobs' first foundation launch, Genius Gel.





@lilynova97 is #SoShameless in Y110. Artistry by the iconic @diane.kendal, by @charlottemwales with creative direction by @kegrand. #MarcJacobsBeauty

A post shared by Marc Jacobs Beauty (@marcbeauty) on Feb 7, 2018 at 7:21pm PST

Available as of Feb. 9, Shameless foundations will retail for \$46 at Sephora, Bergdorf Goodman, Neiman Marcus and Net-A-Porter.

Per WWD, Marc Jacobs estimates the foundation will see roughly \$30 million in sales in 2018.

While currently the brand's foundation business accounts for 10 percent of sales, it hopes with the "Shameless" launch it will increase to 25 percent. The foundation division's goals are to \$50 million this year.

The Shameless name refers to Mr. Jacobs tattoo located on his left chest, above his nipple. The founder has stated that he hopes to encourage fans to show their true colors.

Marc Jacobs Beauty is created by Kendo, a subsidiary of Marc Jacobs' parent company, luxury goods conglomerate LVMH.

Marc Jacobs marketing

Ahead of the shameless launch, Marc Jacobs also looked to its beauty division to build on its existing relationship with model Adwoa Aboah, casting her as the latest face of the line.

Serving as the spokesmodel for the Kendo-produced Marc Jacobs Beauty line in 2018, Ms. Aboah has been starring in campaigns that debuted 2017. 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 ([see more](#)).

The "Shameless" launch and subsequent campaigns continue to support Mr. Jacobs' denial of a lingering rumor.

The founder is reportedly staying on at his eponymous LVMH-owned label, quelling rumors of a departure.

A Business of Fashion report from July 27 said that Mr. Jacobs was unhappy his brand's direction under CEO Sebastian Suhl, and might be stepping down or handing over design duties. According to Women's Wear Daily, the designer has said he has no intention of leaving ([see more](#)).

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