

FRAGRANCE AND PERSONAL CARE

Marc Jacobs heads to the beach to debut Daisy Love

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Daisy Love Marc Jacobs campaign. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs is focusing on female friendship in a sunny effort for its latest scent.

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Capturing the essence of Daisy Love Marc Jacobs, the brand filmed models Kaia Gerber, Aube Jolicoeur and Faith Lynch on location in Ranchos Palos Verde, CA. While retaining the relaxed attitude of previous Daisy efforts, this campaign setting diverts from the fragrance's typical flowery fields.

Scent sisterhood

Daisy Love Marc Jacobs, produced through the label's license with Coty, is the first new fragrance in the Daisy line in four years.

Developed by frequent Marc Jacobs Fragrances collaborator Alberto Morillas of Firmenich, the scent is described as "the first-ever radiant gourmand fragrance." The perfume includes cloudberrries, daisy tree petals, cashmere musks and driftwood to evoke the feeling of the sun hitting ocean water.

Bringing this beachy concept out of the bottle, Marc Jacobs went to the shore for the launch advertising campaign. Creative directed by Katie Grand, the print and television campaign was shot on film by Alasdair McLellan.

In the television effort, the trio of models are shown frolicking in the water, writing in the sand and playing "He loves me, he loves me not" with the petals of a daisy. Accompanying their day in the sand is the track "Teen Age Riot" by Sonic Youth.

Daisy Love Marc Jacobs

"I'm excited to continue working with Marc Jacobs Fragrances for the Daisy Love campaign," said Ms. Gerber in a statement. "This time the campaign takes the carefree spirit of Daisy to the beach; which very much resonates with my personality, lifestyle and my inner Daisy girl."

As the campaign breaks in April, Marc Jacobs will be sharing digital content on its @MarcJacobs and @MarcJacobsFragrances Instagram accounts. These assets will also include influencer posts.

"This past year we have focused on growing the Daisy franchise to be a major player in the industry," said Simona Cattaneo, chief marketing officer of COTY Luxury. "Now, as we continue growing our partnership with Kaia Gerber, is the time to introduce an entirely new sister fragrance into the Daisy franchise.

"It fits nicely into our strategy as we expand our digital footprint and put an enhanced focus on influencer marketing," she said.

Ms. Gerber has been the face of Daisy since last year, when the brand gave the scent a fresh look in honor of its 10th anniversary.

A new campaign featured model Kaia Gerber as part of a trio of free spirited young women, as she frolicked outdoors. The campaign, which debuted Marc Jacobs' digital channels on March 31, acted as the start to the brand's celebration of a decade of Daisy ([see story](#)).

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