

FRAGRANCE AND PERSONAL CARE

## Marc Jacobs celebrates fragrance launch with family-friendly Santa Monica Pier takeover

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*Marc Jacobs' product launch celebration is set on Santa Monica Pier. Image credit: Marc Jacobs*

By STAFF REPORTS

U.S. fashion label Marc Jacobs is hosting a family event at Santa Monica Pier to celebrate the debut of its new fragrance, diverting from the adults-only aesthetic of most luxury launches.

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The brand's new fragrance Daisy Love is debuting this week, and Marc Jacobs has invited families and people of all ages to a fair that will celebrate the launch. The event is specifically marked as kid-friendly, and visitors are encouraged to bring children.

### Family-friendly

Luxury events, particularly product launches, do not typically tend to be family affairs.

Usually, when a luxury brand launches a new product, the event will be celebrated with a swanky cocktail party in a fancy hotel. But Marc Jacobs is taking a different approach for the launch of its new fragrance Daisy Love.

The brand is hosting an all-day fair beginning Wednesday, May 9 and going until Friday, May 11. The event will see the brand taking over the Santa Monica Pier in California and turning it into a fairground.

There, families will be able to ride the Daisy Love Ferris Wheel, play games and win prizes and get their pictures taken in a photo booth. Marc Jacobs is explicitly positioning the event as a place where families can come together for a day of fun.

Brand ambassadors will also be present at the fair, handing out vouchers for consumers to receive free bottles of Daisy Love from the brand.



*Daisy Love Marc Jacobs campaign. Image credit: Marc Jacobs*

The sunny locale of Santa Monica is a perfect complement to the initial campaign for Daisy Love when it was first announced. Marc Jacobs focused on female friendship in the announcement for its latest scent.

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 ([see story](#)).

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