

APPAREL AND ACCESSORIES

## Marc Jacobs puts leash on luxury in fall campaign

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*Image from Marc Jacobs' fall/winter 2018 campaign. Image credit: Marc Jacobs*

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By STAFF REPORTS

U.S. fashion label Marc Jacobs is turning an everyday activity into a glamorous occasion in a canine-themed advertising campaign.

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For fall/winter 2018, the brand captured models taking dogs on a walk. The dramatic shots aim to make color the leading character, as models are styled in vibrant head-to-toe jewel-tone looks.

Who let the dogs out?

Shot by photographer Steven Meisel, Marc Jacobs' campaign takes place in a modern grey-toned hall.

Models Veronika Vilim, Sarah Abney, Rianne van Rompaey, Nikia Cole, Anya Lyagoshina, Songhwa Oh, Hannah Shakespeare and Sara Soric are seen having various levels of control over dogs.

Elevating the everyday, the women wear statement hats, unnaturally colored hair and exaggerated makeup.

Stylist Katy Grand, hairstylist Guido Palau, colorist Josh Wood and makeup artist Pat McGrath were behind the models' dramatic looks.



*Marc Jacobs' fall/winter 2018 campaign. Image credit: Marc Jacobs*

This animal-centric campaign concept reflects brand founder Marc Jacobs' affection for his own dog.

The designer's Instagram-famous pup Neville's photogenic qualities were recently documented in a book release.

Written by Nicolas Newbold, Neville's studio manager, "Neville Jacobs: I'm Marc's Dog" compiles pictures that show the pet's glamorous lifestyle, whether partying with models or hanging out with his owner at the Marc Jacobs studio.

The book launch was used as a fundraiser for a dog-centric organization ([see story](#)).

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