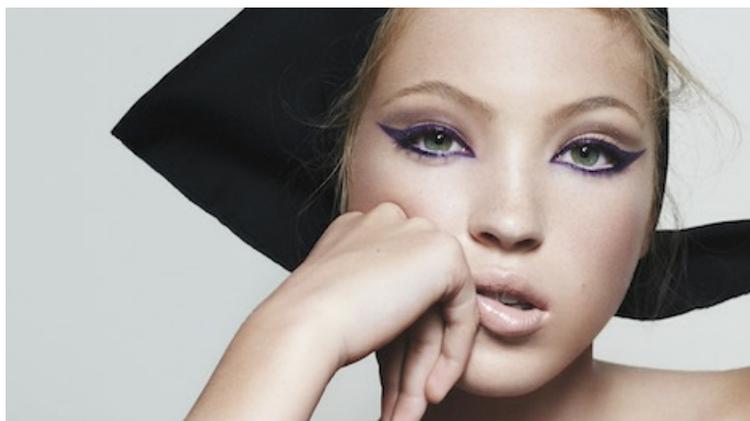


FRAGRANCE AND PERSONAL CARE

Marc Jacobs Beauty debuts campaign with legacy model

October 5, 2018



Marc Jacobs Beauty works with Lila Moss. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs has recruited a new face for its beauty label for the upcoming year.

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Sixteen-year old model Lila Moss, the daughter of supermodel Kate Moss, joins Marc Jacobs Beauty for her first beauty contract as she joins her mother's modeling agency. The Marc Jacobs Beauty campaign will debut at British department store Harvey Nichols on Oct. 11.

Marc Jacobs Beauty

Harvey Nichols is Marc Jacobs Beauty's exclusive retail partner for the United Kingdom and Ireland, which will usher in the Lila Moss campaign.

The store will feature the first image of Ms. Moss, featuring the brand's makeup line.

Photographer David Sims, creative director Katie Grand, makeup artist Diane Kendal, hair stylist Guido Palau and manicurist Jin Soon Choi all worked together to create the shoot.

"When I met Lila Grace for the first time in 2008, I was on a holiday in Ibiza and went to Formentera for the day to visit with her mom, Kate Moss, and other friends and family," said Marc Jacobs, founder of Marc Jacobs, in a statement. "At just six years old, Lila's strong character, demeanor and great beauty was already very apparent."

The campaign touts Marc Jacobs' spring 2019 collection, debuting worldwide in February at Sephora, Harvey Nichols, Net-A-Porter, Neiman Marcus, Bergdorf Goodman and its own digital platform.

In the photographs with Ms. Moss, she is featured wearing the new fineliner ultra-skinny gel eye crayon in (grape)vine. The liner is one of five limited-edition colors debuting in the spring of next year.

[View this post on Instagram](#)

We're so excited to introduce the newest face of #MarcJacobsBeauty, @lilamoss. Sneak peek, Lila wears new products launching Spring 2019. Photographed by @DavidSimsOfficial Styled by @KeGrand Hair by @GuidoPalau Makeup by @Diane.Kendal via @keithkandell

A post shared by Marc Jacobs Beauty (@marcbeauty) on Oct 4, 2018 at 2:38pm PDT

Instagram post from Marc Jacobs Beauty

Marc Jacobs' beauty division has also recently looked to an unexpected source as the inspiration for its latest foundation collection ethos and name.

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 ([see story](#)).

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