

APPAREL AND ACCESSORIES

## Marc Jacobs rethinks logo in playful partnership

November 2, 2018



*Marc Jacobs' collection rethinks its logo. Image credit: Marc Jacobs*

---

By STAFF REPORTS

U.S. fashion label Marc Jacobs has invited a handful of creatives to reimagine its branding for a limited-edition collection.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The brand tapped Ava Nirui and three of her friends to rethink its logo for a series of hoodies. Taking a humorous approach, the artists' sources of inspiration ranged from scratch off tickets to bagels.

Logo makeover

Ms. Niuri is known for mixing high and low. She previously worked with Marc Jacobs on a sold-out collection of hoodies featuring the brand name purposefully misspelled as "Mark Jacobes" in handwriting.

---

[View this post on Instagram](#)

A post shared by ava (@avanope) on Apr 2, 2018 at 1:45pm PDT

### *Instagram post from Ava Nirui*

Now, the New York-based creative has again teamed up with the brand to curate a collection that also features the work of three of her friends.

Ms. Nirui's hoodie for Marc Jacobs is a buttery yellow. A white text bubble reads, "I can't believe it's not Marc Jacobs."

On the back, red lettering declares, "Unreal taste!"

Avi Gold, founder of the label Better, took inspiration from his Jewish heritage, creating an homage to bagels and lox. In place of the "o" in Jacobs, the sweatshirt features a smiling bagel.

A tagline says, "Famously better since 1984," referencing the year the brand was established.

Book publisher Idea Books decided to play on the idea of fashion's value. Its sweatshirt depicts a scratch off ticket, with the question, "Is yours a designer sweatshirt?"

Below this, a scratched off strip reveals the Marc Jacobs brand name.

Julian Consuegra, who founded the streetwear label Stray Rats, drew a series of imagined characters who appear on his sweatshirt design.

To promote the collection, the brand and Ms. Niuri shot a series of photos and videos in Japan.

"We shot and hung out with 10 youths of Japan over three days, learning their stories and capturing them in spaces that they usually occupy such as skate parks, malls, their homes and city streets," Ms. Nirui said in a statement. "I was moved by these kids' outlook on life their big picture dreams, the way they inspire each other and their positivity."

### *Marc Jacobs x Ava Nirui*

A number of luxury brands have played with their own branding, taking inspiration from knockoffs and misappropriations.

For instance, Gucci has ironically misspelled its own name for merchandise as "Guccy."

Italian fashion house Dolce & Gabbana similarly took cues from fast-fashion copy cats for a series of logo tees featured in its spring/summer 2017 collection.

Fast-fashion players have taken a satirical approach to the logos of a number of luxury and designer brands, often taking their iconography and putting a comical spin on it. Labels are constantly working to protect their intellectual property, but taking a light-hearted jab at imitators may direct consumers to, as Dolce & Gabbana suggest, "The Real Fake" ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.