

APPAREL AND ACCESSORIES

Marc Jacobs gets second chance at failed collection from 1990s

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Marc Jacobs resurrects the failed Perry Ellis grunge collection from 1992. Image credit: Marc Jacobs

By BRIELLE JAEKEL

In a modern twist that exhibits the shift of the fashion industry, U.S. label Marc Jacobs is bringing back a Perry Ellis collection that previously received backlash from critics.

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It seems as though designer Marc Jacobs was ahead of his time when he saw the grunge trend rising from Seattle and the music scene in the early 1990s. The designer is resurrecting a previously failed collection that subsequently got him fired from Perry Ellis, as streetwear has now taken off.

Ahead of his time

While working as the designer for Perry Ellis in 1992, Mr. Jacobs released a runway collection that saw famous models, who were usually dressed in high-fashion couture on the stage, dressed down in flannels, T-shirts and other grunge attire.

Fashion experts held in high regard including Suzy Menkes and Cathy Horyn discouraged the collection and grunge in general in 1992. They later on retracted their statements, according to *Vogue*.

After the collection's failure, Mr. Jacobs was let go from the label.

Today, streetwear in the luxury fashion world has become a force to be reckoned with and Marc Jacobs is known as a leader in the area.

As he continually pushes his notion of designing "without creative compromise," he is bringing the collection back for a time period that will likely embrace the products.



Marc Jacobs' resurrected collection. Image credit: Marc Jacobs

In addition to street wear, nostalgia is a rampant theme in fashion and culture today, giving a resurrected '90s grunge collection a positive outlook.

The Perry Ellis brand gave Mr. Jacobs full permission to resurrect the collection, now that streetwear has become more common place in the high-fashion industry.

The '90s are back

It is not just Marc Jacobs who is embracing defunct collections and brands from 1990s culture.

Swiss apparel and accessories label Bally reintroduced an iconic design for today with a streetwear-style launch.

Originally introduced in 1991 to celebrate the Swiss federation's 700th anniversary, the Bally Animals design got an update as the motif is placed across ready-to-wear, shoes and accessories earlier this year. Intended to pay homage to the hip-hop scene of the 1990s that developed out of New York and New Orleans, Bally's collection simultaneously honors its heritage ([see story](#)).

Department store chain Barneys New York explored Shawn "Jay Z" Carter's evolution from undiscovered rapper to business mogul in an exclusive capsule collection.

The XO Barneys capsule was developed by Kareem "Biggs" Burke and Emory Jones of Roc96, a lifestyle company the pair launched with Jay Z and Blaine Halvorson, founder of Los Angeles-based brand MadeWorn. The handcrafted collection, available in men and women's sizing, celebrated the 20-year anniversary of Jay Z's debut album, "Reasonable Doubt" ([see story](#)).