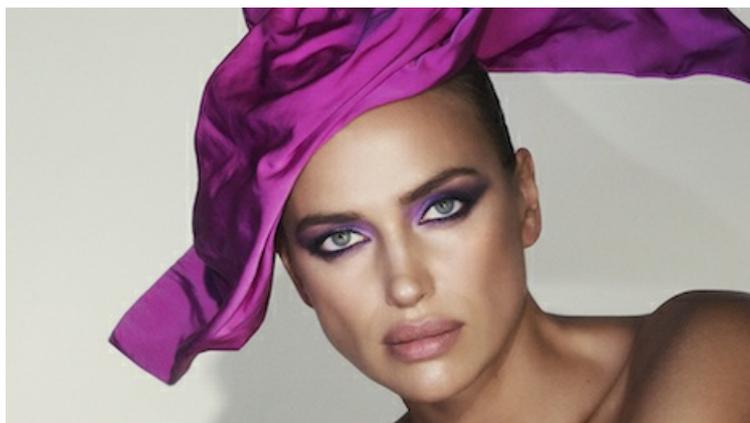


FRAGRANCE AND PERSONAL CARE

Marc Jacobs Beauty enters Russia with new campaign

December 19, 2018



Irina Shayk for Marc Jacobs. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs has tapped a new personality to front its beauty label for 2019.

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Supermodel Irina Shayk will be the new face of Marc Jacobs Beauty for a Russian campaign. The campaign kicks off on Jan. 14 at Sephora in Moscow with in-store content and animation.

"I've loved and admired marc for his wonderful fashions and overarching vision of beauty," Ms. Shayk said in a statement. "It's such an honor to represent Marc Jacobs beauty in my home country."

Marc Jacobs in Russia

Ms. Shayk will make a public appearance at the Moscow Sephora on Jan. 26 to herald in the campaign.

The campaign marks Marc Jacobs' entrance into Russia for the first time.

New images with the supermodel shot by photographer David Sims will release all throughout Russia. The campaign was creative directed by Katie Grand with makeup by Diane Kendal, hair by Guido Palau and nails by Jin Soon Choi.

"When we entered Russia earlier in the year, we knew we wanted to have someone who inherently matched the beauty and strength of the region," said Tara Loftis, vice president of marketing at Kendo Brands, in a statement. "Irina was a natural choice, and we're thrilled to add her to the group of impressive women who have represented Marc Jacobs beauty."



Marc Jacobs Beauty to debut 2019 campaign with Irina Shayk in Russia. Image credit: Marc Jacobs

Marc Jacobs' beauty division 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 is named "Shameless," inspiring fans to unapologetically be who they truly are. The campaign drew significant attention due to the origin of the name, which comes from founder Marc Jacobs' chest tattoo ([see story](#)).

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