

FRAGRANCE AND PERSONAL CARE

Marc Jacobs taps vlogger as first global artistry advisor

January 28, 2019



Marc Jacobs has a new global artistry advisor. Image credit: Marc Jacobs

By STAFF REPORTS

Fashion label Marc Jacobs is looking to expand its beauty content with the appointment of makeup artist Nikkie de Jager as its global artistry advisor.

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

In the newly created role, Ms. de Jager will create content that will live on both her own channels and Marc Jacobs platforms, drawing on her editorial background and vlogging expertise. The Kendo-produced makeup line has previously worked with vloggers tapping into the influential power of YouTube celebrities, but this marks a further investment in digital content.

"One of the things we love most about Nikkie, along with her disarming authenticity, is that she began her career in editorial artistry, before transitioning full-time into the digital realm and creating content for YouTube and Instagram," said Tara Loftis, vice president of marketing at Kendo, in a statement. "We recognized Nikkie's unique talent as both an artistry and digital beauty expert, and are excited to evolve beyond traditional beauty partnerships."

Content creation

Ms. de Jager is a 24-year-old beauty vlogger who documents everything from product reviews to makeup challenges. Her NikkieTutorials YouTube channel and Instagram account have a combined 11 million followers, who hail from 145 countries.

In partnership with Marc Jacobs, Ms. de Jager will launch a collaborative YouTube series, share behind-the-scenes content backstage at runway shows and create editorial looks for publications.

Along with producing content for Marc Jacobs, Ms. de Jager will also have a hand in the Kendo-owned label's product development.

"I've always believed that makeup is a form of self expression and there is no shame in experimenting with it," Ms. de Jager said in a statement. "Marc Jacobs shares a similar 'shameless' approach to beauty, which I so admire, and I quickly fell in love with his beauty products when I was first sent the Re(marc)able full cover foundation concentrate a few years ago."

"Since then, I've consistently loved using Marc Jacobs beauty products and it was after attending Marc's fashion week show last spring that we decided to explore how, and what, we could beautifully create together," she said.

[View this post on Instagram](#)

Welcome to the #MarcFam, @NikkieTutorials. We're so excited to have you join our team of amazing artists. We're going to have so much fun playing with makeup and coming up with epic exclusives to share with #MarcJacobsBeauty fans and Glow Babies around the world. See you soon at #NYFW! @Sephora

A post shared by Marc Jacobs Beauty (@marcjacobsbeauty) on Jan 24, 2019 at 12:37pm PST

Instagram post from Marc Jacobs Beauty

Increasingly, influencers are taking on brand leadership roles at beauty labels.

Beauty marketer Estée Lauder similarly appointed makeup artist and influencer Violette as its new global beauty director in 2017.

In her role, Violette works to develop new products and guide women in finding their beauty look. While from a different generation than the beauty label's eponymous founder, Violette shares qualities with Estée Lauder such as a sense of individuality and the perspective that beauty is a means of empowerment ([see story](#)).