

FRAGRANCE AND PERSONAL CARE

Marc Jacobs celebrates wedding season with new contest

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

By STAFF REPORTS

Marc Jacobs is celebrating a milestone by offering LGBTQ couples who are getting married a special treat.

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To celebrate the namesake designer's one-year engagement anniversary, the label is offering couples a special wedding day makeover. In addition to the makeover, Marc Jacobs will also feature the winning couples in this year's New York Pride parade.

LGBTQ wedding celebration

Couples must apply for the contest online, through a Google Sheets document that prompts applicants to share detailed answers to questions.

The application asks questions such as "What has your journey to marriage been like?" and "What does marriage mean to you?"

Marc Jacobs will select three couples as the winners, who will receive complimentary makeup services from Marc Jacobs Beauty, including special makeup artists from the brand. The makeup services will take place on the couple's wedding day, which will also be captured by a video crew to be showcased in a documentary format during New York Pride.

[View this post on Instagram](#)

Backstage staple. New #VelvetPrimer takes mascara to the max for the most epic lashes yet. #MJFW19
#MarcJacobsBeauty Model: @shanellenyasiase

A post shared by Marc Jacobs Beauty (@marcjacobsbeauty) on Feb 17, 2019 at 5:13pm PST

Instagram post from Marc Jacobs Beauty

The contest celebrates Mr. Jacobs' proposal to his now fianc, Charly Defrancesco, in a Chipotle in New York.

Marc Jacobs also recently revealed it is looking to expand its beauty content with the appointment of makeup artist Nikkie de Jager as its global artistry advisor.

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 ([see story](#)).

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