

APPAREL AND ACCESSORIES

Marc Jacobs receives first award from MTV, CFDA

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Marc Jacobs' recently partnered with Miley Cyrus. Image credit: Marc Jacobs

By STAFF REPORTS

Fashion designer Marc Jacobs is ushering in a new award from television network MTV in partnership with the Council of Fashion Designers of America as the first recipient.

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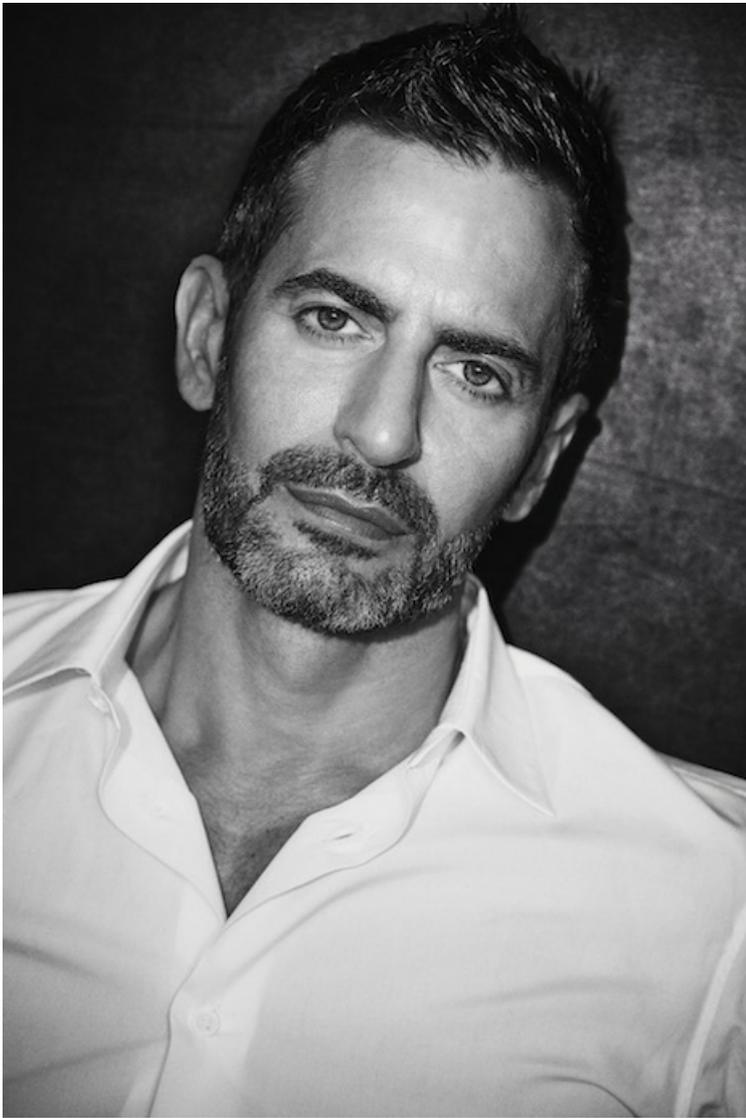
The brand will create a multimedia activation for the red carpet of MTV's Video Music Awards. The award will be granted to the brand's founder, Marc Jacobs, for the label's impact on the music artist fashion world, and will honor future recipients for their own contributions to music and fashion.

Marc Jacobs and music

MTV and the CFDA are highlighting the close relation between the music and fashion worlds with this new award. Music artists are often recognized for and make headlines with their fashion choices.

"Jacobs and music are inextricably linked, from tapping Cher and Missy Elliott for his ad campaigns, to dressing fashion icons Lady Gaga, Cardi B and Nicki Minaj," said the television network in a statement. "With a legacy that spans over three decades, Jacobs is a preeminent figure in fashion and music, perfectly embodying the spirit of the Fashion Trailblazer Award."

The multimedia experience from Marc Jacobs will highlight the designer's creative vision. In addition, photographers on the red carpet will capture images and content to be spread across Marc Jacobs' owned social channels.



▫ Marc Jacobs headshot. Image credit: Peter Lindberg/MTV

MTV notes that this year, comedian and author Sebastian Maniscalco will host the VMAs, which will be held at the Prudential Center in Newark, New Jersey.

Marc Jacobs showed its connectedness with music in a previous campaign, personifying an alternative and trendy image and leaning on celebrity appearances.

The brand has been connecting with music further and further, and a previous campaign video viewed more like a music video than an advertisement and debuted on *Billboard* magazine. Celebrities such as Missy Elliott, Susan Sarandon and Marilyn Manson made appearances sporting alternative, borderline gothic makeup and fashion while moving to an upbeat song ([see story](#)).

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