

APPAREL AND ACCESSORIES

Marc Jacobs taps supermodel friend for fall campaign

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Marc Jacobs' fall/winter 2019 campaign. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs is celebrating a three-decade-long friendship in its latest campaign.

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For fall/winter 2019, the brand's eponymous designer appears alongside model Christy Turlington Burns in shots by Steven Meisel. Mr. Jacobs has called this campaign his most personal to date.

Fashion friendship

Ms. Turlington Burns made a return to the catwalk for Marc Jacobs, closing out the brand's fall/winter 2019 runway show earlier this year.

Continuing the collaboration, Marc Jacobs cast the model in the corresponding campaign.

In black-and-white photographs, Ms. Turlington Burns poses in gowns alongside Mr. Jacobs, who wears a suit.

Despite the dressed-up attire, the pair is captured in playful moments. In one shot, Mr. Jacobs is about to plant a kiss on Ms. Turlington Burns' cheek.

Another image captures the designer lying down on the floor below the cheerful model.

[View this post on Instagram](#)

Introducing the RUNWAY FALL 2019 MARC JACOBS campaign starring @TheMarcJacobs and @CTurlington, shot by Steven Meisel. See more via link in bio. #MJFW19 Styled by @KeGrand Makeup by @PatMcGrathReal Hair by @GuidoPalau Nails by @JinSoonChoi Casting by @Bitton

A post shared by Marc Jacobs (@marcjacobs) on Aug 5, 2019 at 5:09pm PDT

Instagram post from Marc Jacobs

While not a common practice, other designers have put themselves in front of the camera in recent campaigns. For instance, Balmain's spring/summer 2019 campaign featured creative director Olivier Rousteing alongside model Cara Delevingne ([see story](#)).

Other designers have been tapped as models for other brands. Donatella Versace fronted Givenchy's fall/winter 2015 advertising effort.

Riccardo Tisci, who was the brand's creative director at the time, called Ms. Versace his "ultimate icon" ([see story](#)).

This move in front of the camera makes sense for Mr. Jacobs, since he himself is a personality and fashion celebrity with more than 1 million Instagram followers.

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