

TRAVEL AND HOSPITALITY

Marc Jacobs, Four Seasons team up to mark NYFW

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Four Seasons New York Downtown is working with Marc Jacobs. Image courtesy of Four Seasons

By STAFF REPORTS

Four Seasons Hotel New York Downtown is feting New York Fashion Week with help from local fashion label Marc Jacobs.

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In a first for both partners, they are collaborating to launch a co-branded sweatshirt that celebrates their hometown. Fashion and hospitality tie-ups are a popular way to celebrate fashion weeks, as international fashion crowds descend on the host city.

New York natives

The one-size-fits-all sweatshirt features the Marc Jacobs and Four Seasons New York Downtown names below a picture of a red apple.

Four Seasons will be the exclusive retailer of the limited-edition sweatshirt at launch. From Sept. 9, the garment is available for purchase within the hotel's rooms and suites for \$195 through October, or until supply runs out.

In November, Marc Jacobs' store on Madison Avenue will retail a small number of the sweatshirts.



Marc Jacobs and Four Seasons' co-branded sweatshirt. Image courtesy of Four Seasons

While this is the first partnership of its kind for Marc Jacobs, other labels have partnered with hotels for fashion week.

In 2017, Italian fashion label Valentino's creative director Pierpaolo Piccioli celebrated his Parisian "home away from home" by staging a temporary boutique within the hotel.

The I Love Spike pop-up at Htel Costes allowed visitors to shop the brand's fashions and enter a social media contest. Timed to coincide with Paris Fashion Week, this pop-up enabled Valentino to honor its hospitality ties while giving the hotel additional foot traffic from the fashion community ([see story](#)).

Similarly, London's The May Fair hotel boosted its position as the official hotel of London Fashion Week with help from accessories label Anya Hindmarch.

In 2015, the property catered to its stylish guests with a branded tea based on Anya Hindmarch's cartoonish stickers, as well as window displays crafted by the brand's namesake designer and themed key cards. For Anya Hindmarch, this offered an opportunity to make an impression beyond its runway show ([see story](#)).

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