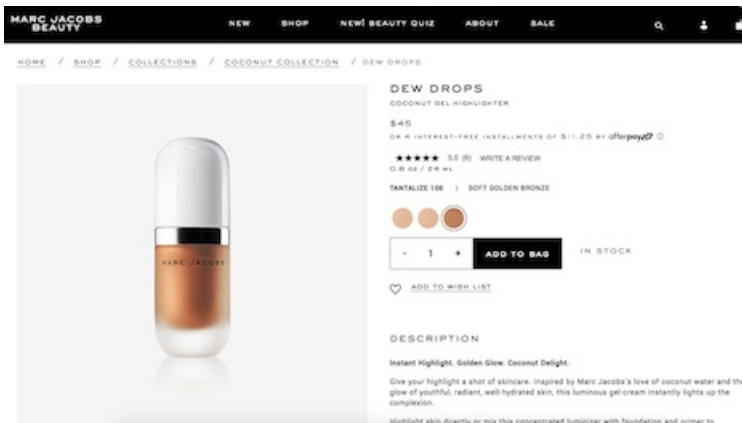


BEAUTY

Marc Jacobs Beauty targets aspirational luxury shoppers with payment installment plan

March 11, 2020



Marc Jacobs Beauty product page for its Dew Drops coconut gel highlighter, \$45, or four interest-free installments of \$11.25 by Afterpay. Image credit: Marc Jacobs Beauty

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Marc Jacobs has introduced an installment payment service for its beauty products as a sweetener for aspirational luxury consumers.

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The LVMH-owned brand will offer shoppers the Afterpay option shop now, pay later. The plan is offered to customers of Marc Jacobs beauty products.

With this move, Marc Jacobs can bring aspirational customers into its fold and then ladder them up to bigger-ticket items.

Spray and pay

How Afterpay works is simple.

Shoppers online choose Afterpay at checkout. They can then pay in four equal installments every two weeks.

No interest or fees are charged if the customers pay on time.

The option is offered to purchases of \$35 and up.

**MARC JACOBS
BEAUTY**

**INTRODUCING
AFTERPAY**

SHOP NOW. PAY LATER.

Afterpay is a new way to attract shoppers to the Marc Jacobs franchise with entry-level, aspirational purchases at affordable prices. Image credit: Marc Jacobs Beauty

Marc Jacobs Beauty has products spanning eyeliners, lipsticks, blushes, body sticks, lip gloss, brushes and nail lacquer.

The brand offers free two-day shipping for orders over \$75 and free 60-day returns.

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