

APPAREL AND ACCESSORIES

Marc Jacobs employees share lockdown work-from-home looks on Instagram

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Designer Marc Jacobs. Image credit: Marc Jacobs Instagram

By DIANNA DILWORTH

Marc Jacobs is tapping its housebound employees in its latest social media campaign that brings fun and ease to consumers around the globe working from home under COVID-19 lockdowns.

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The U.S. fashion brand is joining a flock of marketers that have tapped social media to keep its employees and customers engaged as the world battles the COVID-19 coronavirus with crippling lockdown measures.

"The strategy behind this effort is to remain relevant and top-of-mind for customers while acknowledging what they are going through and identifying with their situation," said Ana Andjelic, brand strategist and formerly chief brand officer of Rebecca Minkoff, New York.

"It's a customer-centric point of view, which works really well at the moment," he said.

French luxury conglomerate **LVMH** owns part of **Marc Jacobs**.



Reiko Katakura is studio director at Marc Jacobs. Image credit: Marc Jacobs Instagram

Work from home wear

Every day the [Marc Jacobs Instagram page](#) shares a photo of one of the company's employees showing off their outfit as they dress up to work from home.

In each of these posts, the employee shares something that inspires them during this time.

"As we continue to work from home, Marc Jacobs employees will be sharing their @WFHFits and how they're staying inspired during these uncertain times," read the first post.

"Taking #DressedNotStressed cues from @TheMarcJacobs as we continue to work from home. In the coming days and weeks, Marc Jacobs employees will be sharing their @WFHFits and how they're staying inspired during these uncertain times."

"From a business perspective, I'm imagining that no one is in their content studio creating assets for their social channels so Marc Jacobs is keeping the conversation going with their fans and customers by sharing real, entertaining, visually appealing and unscripted content that is in line with their brand DNA and reflective of the world we are living in today," said Cheryl Dixon, communication strategist and adjunct professor at Columbia University, New York.

"They're showing that just because we are working at home, we can still take care of ourselves, find inspiration and be creative," she said.

Reiko Katakura, studio designer at Marc Jacobs wears The Marc Jacobs and shares her reason for being #GratefulNotHateful: "For all of the doctors, healthcare workers, first responders, grocery workers, delivery people, pharmacy workers, farmers, civil service employees, sanitary workers, mail carriers and everyone on the front lines helping to keep this world going round. THANK YOU!"

Nathan Qualley, VIC of sales, wears Peanuts x The Marc Jacobs sweatshirt and Stephen Jones x runway Fall 2017 Marc Jacobs hat. He is inspired by: The idea of fun, optimistic apocalyptic dressing," and "#GratefulNotHateful: I've been able to work on all the projects at home that have been piling up!"

"Employee inspirations are a way to bring the brand to life," Ms. Andjelic said.

"At the time when the majority of advertising feels fake and/or opportunistic, sharing ordinary, human inspiration is critical for connecting with consumers," she said.



Nathan Qualley is VIC of sales at Marc Jacobs. Image credit: Marc Jacobs Instagram

Joining the conversation

The campaign joins the @wfhfits Instagram account, in which people have already been sharing how they are dressed while they are working from home.

"Marc Jacobs selected to build upon and piggyback on the already existing social media channel, with a large audience versus building something from scratch," Ms. Andjelic said.

"Amplifying what's already happening is very smart," she said. "Every brand who knows what's good for them is avoiding product promotions: no one wants to come across as transactional, opportunistic and tone-deaf."

By joining an existing conversation, the brand is able to promote its products with a soft-sell as all of the Marc Jacobs employees are wearing products by the designer, while contextualizing them with the lifestyle and in the context of their own lives right now.

"People will respond extraordinarily well to this campaign: it's smart, it's humble, and it's inspiring," Ms. Andjelic said. "People are glued to their screens at the moment and Instagram traffic is up."

Marc Jacobs is looking to share art, inspiration, a bit of fun and a peek behind the curtain into their diverse culture, Ms. Dixon said.

"I like how some pictures are highly stylized and posed while others are more less staged, less put together and a bit cheeky," she said.

They are not selling, promoting or giving advice on what others should do and are keeping the campaign straightforward and simple here's what our people are doing."