

APPAREL AND ACCESSORIES

Marc Jacobs drops new children's line for back-to-school

August 6, 2020



The Marc Jacobs looks are now available for children. Image credit: Marc Jacobs

By DIANNA DILWORTH

U.S. fashion label Marc Jacobs has debuted a new children's version of The Marc Jacobs, creating a fresh revenue stream through new products at a time when retail is hurting.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The drop comes during the back-to-school season, when parents are traditionally stocking up on classroom supplies, clothing and shoes that children need when going back to school.

"Extending the brand is a great way to double-down on the most loyal fans by creating incremental revenue streams," said Toopan Bagchi, senior advisor at [The Navio Group](#), Minneapolis. "Marc Jacobs exploded on the scene in the nineties with a remarkable blend of uptown elegance and downtown cool.

"His look fit the grunge aesthetic popular with the youth of the day and through the early 2000s, but like most brands inevitably aged with its shoppers," he said. "The current strategy pivots from trying to appeal to Gen Z back to meeting millennials and Gen Xers where they are, which is as parents."



Gucci children's dress. Image credit: Gucci

Luxury children's

The global childrenswear market is a growing category, even amid the pandemic, and is expected to reach \$325.9 billion by 2027. It is set to grow 3.7 percent annually.

The United States accounts for more than 27 percent of the global market for the category and is expected to bring in \$68 billion this year.

The category also continues to grow steadily in Japan, Canada and Europe, and is expected to increase by 6.7 percent in China this year, per a report from ReporterLink.

As luxury brands continue to face the challenges of a disastrous retail environment and recessions across the globe, many are pivoting to promote everything in order to stay in the black.

Marc Jacobs, like Armani, Dolce & Gabbana and Gucci among others, are promoting childrenswear as an additional way to bring in revenues.

The brand has created children's apparel in the past, but this is the first time for its signature "The Marc Jacobs" look. Loyal customers, like those of Marc Jacobs, are more than happy to dress their children in their favorite brands.

"The kids line appeals directly to Marc Jacobs' historical fan base, who have grown up and become parents," Mr. Bagchi said. "Consistent with the rest of The Marc Jacobs line, the range of price points makes the brand accessible, yet aspirational for most."

Marc Jacobs is among brands running email marketing campaigns to promote their new children's fashion line during the back-to-school time period.

This year, the typical timeframe for retailers to push school supplies and back-to-school fashion and accessories is particularly unusual, as many parents are already preparing to send their children to virtual school and others are still waiting for information on if their school district will reopen due to the pandemic.

Coresight Research's "COVID-19 To Reshape Back-to-School Shopping" report revealed a new growing opportunity for apparel shopping online this year.

Many luxury brands are using digital channels to promote new looks in hopes that whether or not kids are present in physical school, their parents will want them to look good for the return.

"Not surprisingly, social media is likely the most effective way to market these products," Mr. Bagchi said. "Moms and Dads are heavy consumers of content to keep up with the latest parenting tips and to find the best products for their children."



The Marc Jacobs back-to-school looks for kids includes backpacks and shoes. Image credit: Marc Jacobs

Affluent resilience

As luxury brands look to tap opportunities for additional revenue streams, children's apparel is a good bet as customers are loyal to the brand and this expands across categories.

Additionally, many of the ultra-wealthy have survived the global economic crisis unscathed or still in a secure position.

"Given the resilience of the luxury consumer, Marc Jacobs' launch should not be as badly impacted by the current economic atmosphere," Mr. Bagchi said.

"However, launching a new line right now is particularly challenging due to COVID," he said. "Typically, this might be something you would discover accidentally at a boutique or in a department store, but customers are avoiding those.

"Perhaps an even bigger challenge will be navigating what clothing parents choose to buy for their children, given expectations for continued distance learning."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.