

COMMERCE

Marc Jacobs Beauty bounces back with help from Coty

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Support for the brand accompanies a 15-year licensing contract renewal. Image credit: Marc Jacobs

By LUXURY DAILY NEWS SERVICE

U.S. fashion label **Marc Jacobs** is expanding a licensing partnership.

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Leaders are announcing the addition of the company's cosmetic portfolio to an existing deal with U.S. beauty group Coty, which has long held the rights to the brand's fragrances. Reentering a lucrative market segment after a hiatus that began in 2021, support for Marc Jacobs Beauty accompanies a 15-year licensing contract renewal, as both parties aim to amplify the division's ecommerce footprint.

"The expansion and extension of our longstanding agreement with the house of Marc Jacobs, now in its 20th year, is a testament to the enduring success of our partnership and the brand's limitless potential," said Sue Nabi, CEO of **Coty**, in a statement.

"Through its partnership with Coty, Marc Jacobs' Fragrances have achieved great success, growing to become one of the top 10 female fragrances worldwide, thanks to the iconic Daisy Marc Jacobs and Perfect Marc Jacobs franchises," Ms. Nabi said. "The revival of Marc Jacobs' cosmetic portfolio, now in partnership with Coty, is eagerly anticipated by consumers around the world who have been campaigning for its return.

"This agreement reinforces Coty's position as a go-to partner for global fashion houses and brands that share our ambition of creating leading beauty portfolios."

Combined comeback

With this push, Coty plans to bulk up Marc Jacobs Beauty's digital presence.

So far, the brand has "set up shop" in Southeast Asia, establishing a flagship on leading Asian e-retailer LazMall's online platform, catering to over 90 million consumers. The market hosting Marc Jacobs Beauty's home base is buoying sales across the luxury landscape, from British fashion house Burberry ([see story](#)) to Italy's Prada Group ([see story](#)).

Take it creamy and make it a double. **#ExtraShot** works double time as a foundation and

concealer. Focus full, creamy coverage where desired or blend out for visibly smoother, even skin.

Artistry by: [@Morgane_Martini#MarcJacobsBeauty pic.twitter.com/4Eq1aSPzDB](#)

MARC JACOBS BEAUTY (@MarcBeauty) [March 31, 2021](#)

Launched in 2013, Marc Jacobs Beauty was originally established in partnership with U.S. beauty group Kendo Brands.

Throughout its initial run, the seasoned designer's products garnered an impressive following before the agreement between the two companies ended eight years after its advent – its founding values have helped to inform the revival.

"Marc and I are pleased to add one of the most exciting categories of the Marc Jacobs brand, to our long-successful partnership with Coty," said Eric Marechalle, CEO of [Marc Jacobs International](#), in a statement.

"Bringing Marc's creative vision to life, in its entirety, is our constant goal, and Beauty plays a crucial role in delivering that to our consumers," Mr. Marechalle said. "The loyal fans of Marc Jacobs Beauty, who have been enthusiastic in their wishes for its return, speak not only to Marc's unwavering cultural relevance but also to the importance of aligning with a partner that shares our values and commitment.

"It is without question that Coty has proven to be the team to bring Marc Jacobs Beauty to new heights."

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