

ADVERTISING

Marc Jacobs preens fashion show savvy via blogger collaboration

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By RACHEL LAMB

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Marc Jacobs Intl. looked to connect with consumers during its Marc Jacobs Collection runway show by collaborating with renowned blogger Leandra Medine of “The Man Repeller,” who live-hosted the show last night.

Since the Marc Jacobs Collection consumer is slightly older than the Marc by Marc Jacobs wearer, it made sense to engage these women with someone with whom they could connect. The collaboration was hyped a few days before the show via email and social media marketing.

“Leandra’s blog has astounding reach and commands a huge following of loyal readers,” said Daniel Plenge, director of digital for [Marc Jacobs Intl.](#), New York. “More importantly, she is a New Yorker with a quirky, effervescent style that fits well with the Marc Jacobs brand.

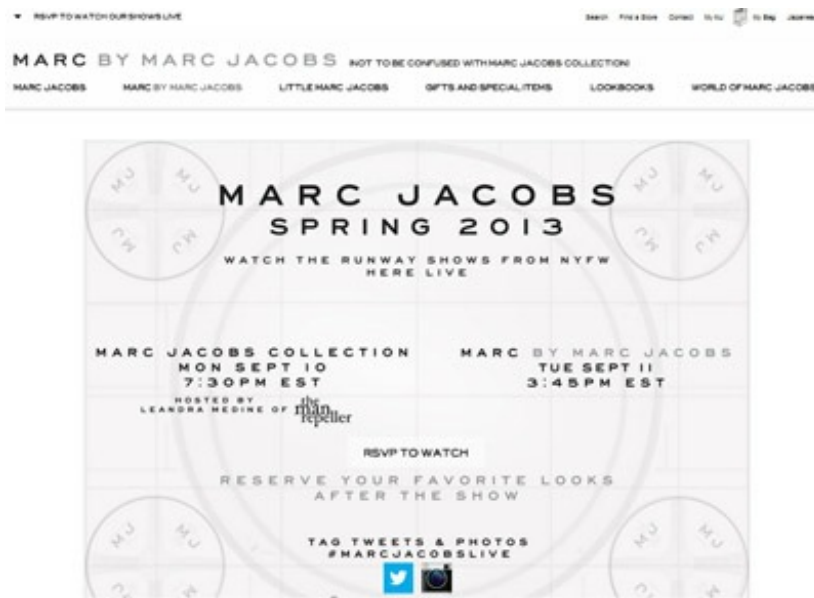
“We feel that it is a very natural collaboration that will expand awareness of the spring/summer 2013 Collection show, as well as the live stream that viewers around the world can watch from the comfort of their homes,” he said. “We are huge fans of Leandra and her blog because she is very unique and she is a fascinating young woman who has so much to say about the fashion world today.

“Through this project, we are also able to pass the Marc Jacobs message through to her readership and generate increased excitement about the show and about Marc Jacobs Intl. as a whole.”

Propel, not repel

Marc Jacobs announced late last week that Ms. Medine would be hosting the Marc Jacobs Collection pre-show, which ran yesterday at 7:30 p.m.

The brand immediately took to its social media pages and Web site to blast the news.



Marc Jacobs Web site

“Tweeting is the new press release,” Mr. Plenge said.

Marc Jacobs continued to post images and messages on its social networks, which was well-received by fans of both the brand and the Man Repeller.

Meanwhile, the Marc Jacobs team updated its Web site's homepage with creative that had both Marc Jacobs Intl. and the Man Repeller-branded messaging. It also sent out an email blast immediately after.

The email included the time and place of the pre-show and show, in addition to a contest that allowed consumers to RSVP for a chance to win tickets to the Marc Jacobs Collection show.



Email from Marc Jacobs

Customer collection

The Marc Jacobs Collection and the Marc by Marc Jacobs lines are two different brands targeting two different sets of consumers.

The Marc by Marc Jacobs girl is young, chic and carefree, and the Marc Jacobs girl is sophisticated with a touch of whimsy, according to Mr. Plenge.

Therefore, it makes sense that it would try to differentiate the two lines through means such as this.

Targeting slightly older consumers with a slightly more mature blogger Ms. Medine could be Marc Jacobs' way of separating the girls from the women – literally and financially.

Meanwhile, the use of a blogger in general will attract younger consumers who may not be able to afford Marc Jacobs Collection now, but will in the future.

“While many of our customers do shop both lines, Marc Jacobs Collection is at a higher price point which always makes it more of an investment piece,” Mr. Plenge said.

“However, it is important to expose our clientele to the price point they are comfortable with and build organic brand engagement from there.

“You never know which young Marc by Marc Jacobs shopper will become the Collection client in five or 10 years,” he said. “So, while it is important to make sure people see the difference between the two lines, by no means do we discourage people to explore the 'World of Marc.'”

Final Take

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