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Marc Jacobs fetes Playboy magazine's anniversary to show edginess

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By SARAH JONES

U.S. label Marc Jacobs is helping Playboy celebrate its 60th anniversary by creating an exclusive t-shirt with an image of supermodel Kate Moss in a bunny suit.

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Luxury Daily

The t-shirt is based on Ms. Moss's limited-edition cover for the magazine, and will be sold on the Marc Jacobs ecommerce Web site, as well as in its Bookmarc bookstores. With this risqué partnership, Marc Jacobs is able to position itself as a brand that pushes the envelope, and pique interest in the brand and its Bookmarc stores.

"This collaboration highly embraces the risqué notion of Marc Jacobs image as well as commemorating two separate anniversaries, Playboy's 60th Anniversary and the two decade Marc Jacobs and Kate Moss work relationship," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"Marc Jacobs is truly embracing his strong advocacy for Kate Moss by highlighting this synergistic milestone," she said.

Ms. Strum is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

[Marc Jacobs](#) was unable to comment directly before press deadline.

Limited edition

The Marc Jacobs Playboy t-shirt available online features Ms. Moss in the iconic Playboy bunny suit, complete with tail and ears. She is sitting with her back to the photographer, turning her head back to look at the camera.

Ms. Moss's Playboy spread was shot by fashion photographer duo Mert Alas and Marcus Piggott, whose work regularly appears in magazines including Vogue, W and Interview.

The back of the shirt has a list of the participants, with the Marc Jacobs logo, Ms. Moss's signature and Mert and Marcus. A large cartoon heart sits above amfAR's logo.



The t-shirts will retail for \$35, making them accessible to aspirational consumers looking to buy a piece of the Marc Jacobs brand.

Bookmarc will be selling all of the 800 hand-numbered copies of the Kate Moss Playboy issue. Ms. Moss signed 100 of the 800 copies, which come in numbered Lucite cases.

In addition to the shirts and the magazine, posters and t-shirts with images from Ms. Moss's 18-page spread within the magazine will also be sold in Bookmarc stores.

All of the proceeds from the Marc Jacobs Kate Moss line will benefit amfAR, a nonprofit organization dedicated to AIDS research and HIV prevention. Marc Jacobs International president Robert Duffy received the Piaget Award of Inspiration from amfAR at its New York Inspiration Gala last year, for his contributions to the fight against AIDS.

Marc Jacobs has previously pushed the envelope for charity, creating a t-shirt with the image of a nude Miley Cyrus, standing behind the motto "protect the skin you're in," to promote skin cancer awareness. All proceeds from sales of the t-shirt went to the NYU Cancer Institute and the NYU Langone Medical Center.

Marc Jacobs tweeted about its event in London to celebrate Ms. Moss's Playboy cover.



Marc Jacobs Intl @MarcJacobsIntl

2 Dec

Kate Moss. Playboy. London. 3PM(ish). pic.twitter.com/AJ1ldFly0f



Marc Jacobs tweet

Fashionable cause

Other brands are raising money for the fight against AIDS with limited edition collections.

For instance, Swiss watchmaker Jaeger-LeCoultre lent its support to the (RED) Foundation by including two custom timepieces that were part of a larger capsule collection auctioned off at Sotheby's New York on Nov. 23.

Part of a larger capsule collection containing 44 items, Jaeger-LeCoultre's contributions were customized by Sir Jonathan Ives, senior vice president of design at Apple, and industrial designer Marc Newson. Curated collections for charity initiatives are likely to entice affluent bidders due to the limited availability of the items and the degree of authenticity imparted by the theme ([see story](#)).

This collection by Marc Jacobs is more accessible to average consumers, meaning that in addition to typical luxury consumers, this campaign can reach a larger audience.

Also, the Council of Fashion Designers, Shopbop and Condé Nast artistic director Anna Wintour helped Apax Partners launch their Bornfree initiative, with the goal of ending the transmission of HIV from mother to child by the end of 2015.

Twenty-three designers who are also mothers, including Diane von Furstenberg, Donna Karan, Donatella Versace and Sarah Burton of Alexander McQueen, will design a

collection for Shopbop, which will be available in early 2014.

The announcement of the project came Nov. 20, right in time for the holidays in prime shopping season. If consumers wish to give a charitable gift to someone, they can either make a donation or support the cause with a t-shirt ([see story](#)).

Compared to other luxury brands' efforts in the fight against HIV, Marc Jacobs's is more loud, meaning it could make more of an impact due to buzz.

"By synergizing the fashion aspect with a different vertical, Marc Jacobs is able to connect with another customer base in regards to awareness," said Ms. Strum.

"Marc Jacobs is increasing his relevancy within these collaborations, and his social good focus toward donating the proceeds will play an important role regarding a positive outlook on the brand's image."

Final Take

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