

sunstyler

edition 4

New Marc
by Marc
Jacobs
Styles!

The
M A R C J A C O B S
Mission

Sunny Side
by the
Mountain

A History of

M A R C J A C O B S

KNOW YOUR BRANDS

sunglassstyle

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The Stats

Founded 1986

Founder Marc Jacobs

Licenced Owner Safilo Group S.p.A

Country of Origin New York, US

Social Media

www.facebook.com/marcjacobsintl

1.5 million followers

[twitter@marcjacobs](https://twitter.com/marcjacobs)

2.86 million followers

www.pinterest.com/marcjacobs/

98,512 followers

[instagram.com/marcjacobs/](https://www.instagram.com/marcjacobs/)

2.1 million followers

Whos wearing

M A R C J A C O B S



Actress Zoe Kravitz spotted at Coachella in a pair of MMJ



Jesse Metcalfe at the Desert Gold Ace Hotel



Brad Pitt in some Marc Jacobs 215



Usher with MJ 306



Miley Cyrus wears Marc Jacobs



Charlize Theron wears MMJ

A History of MARC JACOBS



Marc Jacobs was born on April 9, 1963 in New York City to a Jewish family. Although he was raised in New Jersey, Marc Jacobs would make it back to New York to attend the New York High School of Art and Design. After graduating from there, he moved onto The New School in New York City, studying in the university's art and design division, Parsons New School for Design. It's there that he designed and sold

his first line of hand-knit sweaters. Marc Jacobs received a plethora of awards, including the Perry Ellis Gold Thimble Award, the Chester Weinberg Gold Thimble Award, and the Design Student of the Year Award, all in 1984.

In 1986, Marc Jacobs launched the Marc Jacobs fashion line. His designs injected a sense of whimsy and eccentricity into luxurious, trend-setting style. The brand was a hit. It was actually such a hit that Marc Jacobs won the coveted Perry Ellis Award for New Fashion



Robert Duffy & Marc Jacobs
at Marc by Marc Jacobs SS15

Talent from the Council of Fashion Designers of America (CFDA).

In 1997, the Marc Jacobs brand opened its first store, located in New York's famed Soho district. This would be just the catalyst for the wide expansion of the Marc Jacobs brand. Eventually, Marc Jacobs would open stores all across the U.S., including stores in Boston, Los Angeles, and Chicago. The company would spread overseas as well to Paris, London, Madrid, Athens, Milan, and many more cities. Marc Jacobs now has more than 100 stores worldwide.

In 2001, Marc Jacobs launched the Marc by Marc Jacobs line to complement the original Marc Jacobs collection. The Marc by Marc Jacobs line was created to offer a much more affordable alternative to the original collection. Marc by Marc Jacobs shoes, boots, and sandals combine Marc Jacobs' quirky personality with retro-inspired styles.

Marc Jacobs also introduced a full line of children's shoes and wear, named Little Marc Jacobs. In addition, Marc Jacobs produces a variety of accessories such as watches, jewelry, bags, and eyewear. Most recently, in 2008, Marc Jacobs launched a limited edition line of fragrances.



Hot Right Now

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- MMJ 424/S RMG
\$279.90



- MMJ 236/F/S C70
\$219.90



- MMJ 096/N/S BU8
\$199.90



- MMJ 360/N/S 4GI
\$259.90

Sunny Side of the Mountain

The Marc Jacobs Spring/Summer 2014 eyewear campaign is set on a not so glamorous farm. The label's ad features a model, clad in Marc Jacobs collection, including the S/S14 range of sunglasses by the brand.

What sets this ad apart from other generic sunglasses commercials is the quirky mountainous outdoors location, as *Luxury Daily* reports.

In the video, the model not only looks stylish in Marc Jacobs items, but is also seen doing various chores on the farm set. From milking a cow to fetching water from the river, the model's gritty work out in nature is meant to prove the versatility of wearing Marc Jacobs' luxurious sunglasses.

"I think that Marc Jacobs wanted to literally show that these glasses can make you look and feel good no matter who you are or what your style is," said Brittany Mills, director of digital marketing services at Mobiquity.

"I think this video shows the brand personality and shows that the collection can make anyone look fabulous while wearing the sunglasses, no matter where you are or what you are doing."

The Marc Jacobs social media team unveiled the ad by posting the video clip on the designer's Facebook and Twitter pages, inviting fashionable fans to view "the sunny side of the mountain."

With banjo music playing in the background, along with the trees and a farmhouse decorating the set, the Spring/Summer 2014 eyewear ad really takes viewers into the world of countryside, in contrast with many urban Marc Jacobs ads from the past.

By the end of the video, the model can be seen setting her sunglasses on top of a magazine featuring Marc Jacobs' previous eyewear ad, starring Miley Cyrus, which brings the video's brand message full circle.



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Marc by Marc

Marc by Marc Jacobs was launched in 2001 following the success of Marc Jacobs. "I want to make incredible fashion," Jacobs said. "I want to figure out a way to make that incredible fashion available to people on different levels."

As originally conceived, Marc by Marc Jacobs was intended to aid in that process. At the time of its launch, the line was more item-driven with a clear connection to the main collection. To that point, its label wasn't just yet, Marc by Marc Jacobs. The Marc Jacobs label is "Marc Jacobs" in white on a black background. The first label for the off-shoot line was the same black background with "Marc" in white and "Jacobs" in light gray, as if faded or blacked out. "Marc-no-Jacobs," the designer calls it. That didn't work out for editorial credit purposes; magazines were stumped by the same name in two tones. Legally, a change to the stand-alone "Marc" wasn't possible; it was already taken.

"The intention now is no different than when Robert and I started Marc by Marc Jacobs or Marc-no-Jacobs," Jacobs said, using his nickname for the original label. "We believed that fashion could exist at lots of different prices. It could be flip-flops for \$30, a well-priced T-shirt; there could be an honesty and integrity in different types of clothes. It wasn't supposed to be a second line or the poor-relative-of. I'm sitting here in a \$2,000 cashmere/silk sweatshirt hoodie that we've made for 15 years and Adidas track pants and a cotton shirt from American Apparel, and I have a Prada fur coat upstairs. I think of myself as a fashion customer, and I know on a daily basis I will wear everything from American Apparel to Adidas to Marc Jacobs to Prada. I love that mix of things, that high and low, that rich and poor, all of those contrasts, the everyday and the extraordinary."

Certainly, the original "Marc-no-Jacobs" and the early "Marc by Marc," as it became known, created monstrous excitement at the contemporary price point. When the Marc by Marc store first opened on Bleecker Street, it was a temple for fashion-loving types from closet assistants to celebrities. "There were cool jeans, a cool jean jacket. There were great T-shirts. There were the military-inspired jackets but they were done in denim or washed cotton velveteen or whatever I felt," Jacobs said. "The aesthetic felt more connected to what we were doing in collection."

Along the way, MMJ became a collection in itself, with little connection to the main collection. "We've gone through many different ways looking at what it was initially and how it had gotten away from that, and I think again we're back to that same thing," Jacobs said. Now bringing MMJ back to associate with Marc Jacobs, fashion still compels him, "more than any thing," he said. "What matters most to me is that exhilaration, that thrill. It is a pleasure-pain principle all the way through. It's the insecurities, the lack of belief in your instincts and those days of feeling so confident, so good."



The MARC JACOBS Mission

The 10 original company guidelines set up by Robert Duffy in 1984.

1. To maintain the quality and integrity expected of a leading fashion designer.
2. To be fashion leaders, not followers.
3. To foster an environment that encourages risk taking.
4. To be current, aware, and connected.
5. To maintain irreverence.
6. To provide a sense of discovery.
7. To fulfill goals and objectives set by Marc Jacobs International while maintaining an independent spirit and keeping our heritage intact.
8. To be grateful for our customers.
9. To always think outside of the box.
10. To have fun!!

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5 Fun Facts

1

Marc Jacobs was creative director at Louis Vuitton for 16 year. He left in 2013 to focus on his own lable.

2

Jacobs is responsible for having introduced Vuitton's ready-to-wear line, turning the brand into a global powerhouse.

3

In honor of Diet Coke's 30th anniversary, Marc Jacobs was named creative director where he is slated to give the brand a "stylish, lighthearted" makeover in Feb 2013

4

Marc Jacobs was one of the first fashion designers to establish the "street wise aesthetic" - a mash up of prep, grung and couture.

5

Marc Jacobs eyewear is a luxury brand that ranges from \$400-\$700 while Marc by Marc is an affordable range from \$200-\$300.

New Styles

Keep a look out for these new Marc by Marc Jacobs styles in stores soon.



• MMJ 470/F/S 128
\$299.90



• MMJ 470/F/S EKN
\$299.90



• MMJ 411/S 6WU
\$289.90