

MARC JACOBS

AUGUST 2021

"LOOKING BACK TO HOW WE ONCE PRESENTED THE WORLD OF MARC JACOBS WAS OUR STORY THEN AND HOW IT HAS **GROWN, CHANGED AND CONTINUES TO EVOLVE** IS HOW WE TELL OUR STORY TODAY."

- MARC

PERSONAS

THE BOLD FASHIONISTA AGE 30+



142



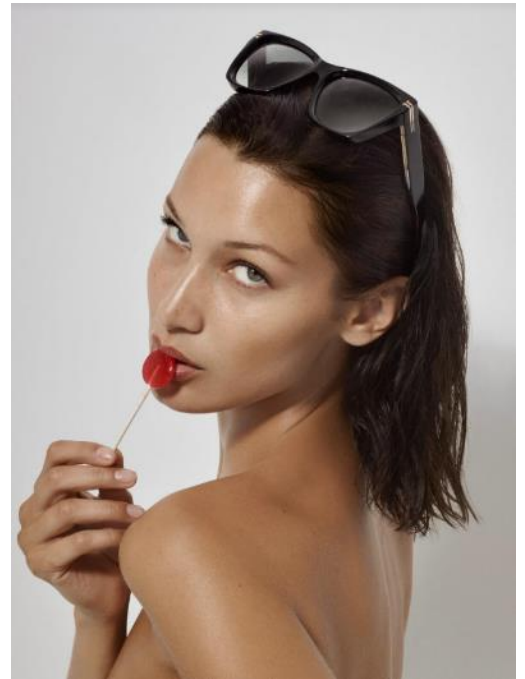
PERSONAS

THE SOPHISTICATED WOMAN
AGE 25 +





THE REINVENTED JJ, THE RECOGNIZABLE ICONIC DETAIL OF THE NEW COLLECTION, IS OBTAINED THANKS TO A DISTINCTIVE AND UNEQUIVOCAL SAVOIR FAIRE OF OUR EYEWEAR ARTISANS



MARC JACOBS

ICON



MOD

METAL MJ PLAQUE
Metal plaque with MJ logo
photoengraved under
lacquer on both internal
tips → no allergy or injury

LASER LOGO
Subtle treatment of
MARC JACOBS logo:
Tone on tone lasered
on temple

3D BEVELING
6 mm thick front
front milled internally and
externally giving a 3D elegant
effect on sun styles

MIRROR JJ DETAIL
Recognizable and iconic
elegant detail → Mirror JJ trim
logo flush with surface,
continuing on temples



MJ 1009/S



MJ 1010/S



MJ 1011/S



MJ 1012/S

EDITORIAL IMAGES AND VIDEO

FEATURING BELLA HADID

