

Nelema Cona

BUF1101: Introduction to the Fashion Industry

Designer Report

12/9/20

Marc Jacobs

(1963- Present)



Fashion designers strive to produce clothes that are both functional and esthetically appealing. They consider who is going to wear a garment and the circumstances in which it is worn, and they operate within a wide variety of fabrics, materials, colors, patterns, designs, and styles. But one of the important tenets of designer clothing is the high quality of the material that's being used. Better factories and better textiles are being used. Strong quality comes with durability.

Marc Jacobs was born on the 9th of April 1963, in New York City, U.S. American style designer is known for his stylistic interpretations of movements in popular culture, even most famously his 'grunge'. In the fashion industry, designer Marc Jacobs is powered by the popularity and success of his own eponymous label. The journey started at Parsons School of Design of Fashion designer Marc Jacobs and he later took up a job in Perry Ellis. From 1997 to 2014, he was Louis Vuitton's creative director, one of my favorite designer brands. Jacobs set up his own labels, Marc Jacobs and Marc Jacobs, and continues to be a pioneer in the fashion industry.

In New York City, where his parents were working as agents for the William Morris talent agency, Jacobs was raised with his brother and sister. His father died from ulcerative colitis when Jacobs was seven years old – a condition that Jacobs also struggled with later on, and his whole world changed from that point. His mother's reaction to his father's death was impoverished and poor. His mother then remarried several times and got divorced, which caused significant upheavals in his household. With each remarriage, Jacobs and his siblings would be forced to move to a different home, rebounding from New Jersey to Long Island and then to the Bronx. He was feeling distant from his mother and his sibling. So when Jacobs was a teenager, he decided to live with his grandma because he had enough of his family's drama. His grandma,

who had taught him how to knit, sew as a child and encouraged his expanded interest in fashion design and lived on Manhattan's Upper West Side. Also, that's when he began developing his personality and fashion taste. His grandmother was loving and encouraged Jacobs to do whatever he pleased to do. That's when he finally felt at home, living with his grandmother because he was well trained and educated. She was the most important person in his life. Which allowed them to build a strong friendship with his passion for esthetically beautiful things and his admiration for his creatives. He was always out and exploring the world which is something his grandma wanted. His grandma encouraged him to live a better and happier life in the way he should.

Jacobs kept focused on his aspirations of being a vital designer with all the time he had on his plate. At the age of 15, he had enrolled in the High School of Art and Design and worked during the day and after school at the upscale clothes boutique Charivari. In between his duties of folding clothing and dressing mannequins, he would fashion sweaters for the store. That's where he met Perry Ellis, a fashion designer who became his mentor at the time. Jacobs graduated high school in 1981 and enrolled in the Parsons School of design with a degree in womenswear design. All his hard work paid off, he designed an over-dimensioned collection of hand-knitted sweaters for his graduation project, which earned him some of the made headlines. He then sold Charivari the collection. The collection was sold as Marc and Barbara with the help of executive vice president Barbara Weiser and received favorable feedback. Jacobs landed at the popular School of Design in Parsons, where he distinguished himself from his peers by receiving both the Perry Ellis Gold Thimble Award and the 1984 Design Student. In 1984–1985, Jacobs was employed for Sketchbook label by apparel maker Reuben Thomas Inc. He launched Jacobs Duffy Designs Inc. in the same year with executive Robert Duffy. He designed his first collection

for the Reuben Thomas label shortly after graduation, at the age of 21. He mentioned his inspirations for the line from the visually rich films *Amadeus* and *Purple Rain*. In 1986 -1987, Jacobs secured financial funding for design under his own label, becoming the youngest designer ever to be awarded under the Council of Fashion Designers of America Perry Ellis Award for New Fashion Talent. Jacobs was known as Vice President of women's design for his set of "grunge" where he made his first appearance in 1992 and received international acclaim in 1988 at Perry Ellis. He began his own company with long-standing partner Robert Duffy, with financial help from his previous employers. It soon gains and proved a hit for the Marc Jacobs label. In 1989, Jacobs joined Perry Ellis to supervise his womenswear but, after the collapse of a successful grunge collection, was renowned by management in 1993. Many were shocked how easily and with its vile sense of dust and garbage this grunge movement came to true, so it became a modern culture. The look was all about resistance and misery, originated from grunge rock, and transferred to the fashion scene. Jacobs is known for his remarkable abilities to brilliantly implement and implement the modern spirit of the times in his projects. The people were shocked but enjoyed the look as it launched its grunge collection for Perry Ellis, dresses were unlaced combat boots, blended prints, and greased hair, including the *Women's Wear Daily* that called Jacobs "Guru de Grunge" (*New York Times*). Jacobs wants to experiment and to challenge trends, and eventually transform his flannel shirt into the heart of the grunge. Only after that, Jacobs and Duffy created several separate collections, founded Marc Jacobs International, before selling 96 percent of the business share to LVMH in 1997. The Louis Vuitton house of luxurious goods in Paris was named creative director of Jacobs.

The work was a successful professional but brought new challenges to Jacobs' personal life. Along with the success of his current job, there's more pressure and stress. He started a time

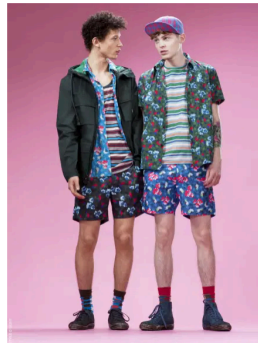
of intense opioid addiction with cocaine, heroin, and alcohol almost nightly. In 1999, he inspected a rehab. After he got clean, Jacobs returned to his job and started the first ready-to-wear Louis Vuitton collection as his label expanded. The collections of his Marc Jacobs, two for adults and one for children, have been sold worldwide in hundreds of Marc Jacobs' shops. His brand has also been approved for perfumes and accessories. In 2001, Jacobs extended the sportswear line internationally and unveiled Marc Jacobs' more affordable sportswear. He also partnered with many others like Designer Stephen Sprouse to release the famous handbag Louis Vuitton Speedy with instant success, which was spray-painted under the name of the brand. In 2002, this was named the Menswear Designer for the Year by the Council of Fashion Designers of America. In 2003, he partnered with the Japanese visual artist Takashi Murakami to create the highly acclaimed monogram Louis Vuitton Eye Love collections, which substituted a multicolored palette of pop-art graphics such as cartoon eyes with the classic beige-and-brown monogrammed canvas. In 2005, Jacobs launched Little Marc Jacobs, a line of wear for children.

In January 2010, at a friend's home in the French West Indies in St. Barts, Jacobs married his boyfriend Lorenzo Martone, a Brazilian PR executive. Years since his debut as the boy wonder of the world of fashion, the work of Jacobs continues to transform. Jacobs helped to make the Vuitton brand one of the most precious luxury labels in the world by being a staid luggage label. Since he departed from the LVMH brand in 2013, Jacobs has concentrated on his own Marc Jacobs brand, which has managed popular fragrance, cosmetics, and books since the foundation. In 2013, he stepped down to focus on his own line as creative director of Louis Vuitton. In that year, Marc Jacobs Beauty launched the makeup brand. Yet subsequently his design empire battled. In 2015, Marc Jacobs concluded the famous Marc, even though his

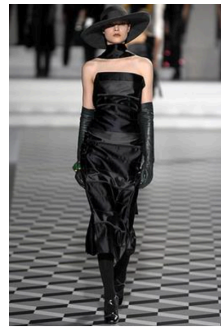
signature collection was fitted with a lower price. Moreover, many of the department outlets were shut down as part of restructuring and management turnover.

The designs of Marc Jacobs are considered to be wild, bright, clever, and cool. With a touch of grunge, he creates a sexual appeal. Other designers like Elsa Schiaparelli and Halston inspired Jacobs greatly. Jacobs uses brilliant colors and whimsical designs. To deeper philosophical commentaries on image and sexuality, he uses color, fabric, and shape. He uses colors to create a plot, and he's not afraid to use the brightest colors he can find. He wants his designs to catch your interest and to stand out from the crowd. He loves playing with his collection of past, present, and future items to make it exciting. He isn't scared of taking the opportunity to give up his old ideas, instead, he combines them to create new ones. He has no stable aesthetic appeal and does not hesitate to season after the season changing his designs and concepts. Although the designs of Jacobs are crazy yet sexy, many of his designs are more elegant and refined today. The main focus is to make women's wearable and affordable clothing. He doesn't look for guidance from those in the fashion industry. Each generation changes his styles, he understands what people like to wear and he doesn't keep rooted in his ways. That's why I think people love him because he understands what we want and how we want it. I also think this is why he's still here today to help everyone to feel comfortable in their own skin and having such tremendous popularity. As most designers don't, he changes with the times and the trends. Because styles are still evolving, so are Jacob's runway shows and collections. It's known for high-end casual wear and not so much evening wear or couture. He seems to have the capacity to build patterns and fresh, creative, and youthful designs. He is one of very few designers to whom the fashion presses, consumers, and delivery markets pay careful attention each year to direction and emphasis. With the inherent ability to tap a generation's mood and

style, Jacobs delivers what people want to wear and is one of the most influential designers ever. I respect Marc Jacobs because he always brings something different to the table. To this day, he also uses grunge wear in his designs and shows. I picked him because I believe he has had such an impact on the fashion industry and is a living symbol of pushing boundaries.



(WGSN)



Marc Jacobs 2007 Collection
(Style)



Photo courtesy of Style.com - Marc by Marc Jacobs Spring 2012



Photos courtesy of Style.com - Jacobs Fall 2012



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