

Marc Jacobs Fragrances releases 2020 global advertising campaign

By **Jas Ryat** on March, 16 2020 | Fragrances, Cosmetics, Skincare & Haircare



Reprising her role as the face of the brand in Daisy, Kaia Gerber embodies the timeless, bright and youthful spirit of the floral fragrance

Marc Jacobs International and Marc Jacobs Fragrances, a division of Coty Inc., released a new worldwide advertising campaign for the iconic Daisy Marc Jacobs fragrance. Kaia Gerber will reprise her role as the face of the brand in the stunning new campaign that recaptures the purity of the beginning, taking Daisy back to verdant fields of blooming florals.

Gerber says: “It’s so exciting to rejoin my Marc Jacobs Fragrances family for the new Daisy campaign. It was special to be back in the floral fields like in my first campaign. Daisy always makes me feel happy and full of joy. When I wear it, I am instantly transported to a blissful place.”

Shot entirely on film, the campaign captures vibrant and romantic imagery that effortlessly transports the viewer into the beautiful, sunny and optimistic world of Daisy. In addition to featuring Gerber, the campaign includes supporting models Adut Akech and Meghan Roche sharing carefree moments

under a bright blue sky. Bringing to life the campaign, Katie Grand, creative director, and Alasdair McLellan, renowned fashion photographer, led the team in a lush field of wild daisies.

Erwan LeBerrigaud, Vice President of Global Marketing, Marc Jacobs Fragrances, Coty Inc. comments: "For over a decade, Daisy Marc Jacobs has captured hearts around the world with its charmingly simple, yet elegant scent and has become a bestselling female fragrance."

The new campaign is a celebration of the core brand values of sisterhood and optimism. We are thrilled to continue working with Kaia, as she perfectly embodies the timeless, bright and youthful spirit of Daisy."

Created by Alberto Morillas, Master Perfumer of Firmenich, in 2007, the radiant floral fragrance starts with a luscious burst of juicy wild berries and soft white violets. At the heart, velvety jasmine warms to a sensual and romantic dry down of sandalwood for a lingering finish.

The new campaign will be available worldwide from March 2020.