

# MARC JACOBS BEAUTY

## MARC JACOBS BEAUTY APPOINTS YOUTUBE MAKEUP ARTIST NIKKIE DE JAGER AS GLOBAL ARTISTRY ADVISOR



MARC JACOBS BEAUTY IS PLEASED TO INTRODUCE MAKEUP ARTIST, NIKKIE DE JAGER, WHO IS ALSO KNOWN BY HER YOUTUBE BEAUTY CHANNEL MONIKER, NIKKIETUTORIALS, AS THE BRAND'S FIRST-EVER GLOBAL ARTISTRY ADVISOR. IN THIS NEWLY CREATED ROLE, NIKKIE WILL BE INTEGRATED INTO THE BRAND'S PRODUCT DEVELOPMENT PROCESS, AS WELL AS SHARE HER INCREDIBLE TALENT AND EXPERTISE TO EXPAND UNIQUE CONTENT AND ARTISTRY AROUND THE WORLD ON BOTH MARC JACOBS BEAUTY AND HER OWN CHANNELS.

"ONE OF THE THINGS WE LOVE MOST ABOUT NIKKIE, ALONG WITH HER DISARMING AUTHENTICITY, IS THAT SHE BEGAN HER CAREER IN EDITORIAL ARTISTRY, BEFORE TRANSITIONING FULL-TIME INTO THE DIGITAL REALM AND CREATING CONTENT FOR YOUTUBE AND INSTAGRAM. WE RECOGNIZED NIKKIE'S UNIQUE TALENT AS BOTH AN ARTISTRY AND DIGITAL BEAUTY EXPERT, AND ARE EXCITED TO EVOLVE BEYOND TRADITIONAL BEAUTY PARTNERSHIPS." – TARA LOFTIS, VP OF MARKETING, KENDO

A SELF-TAUGHT MAKEUP ARTIST WITH A TRUE PASSION FOR BEAUTY AND A DESIRE TO INSPIRE THE WORLD WITH THE TRANSFORMATIVE POWER OF MAKEUP, NIKKIE HAS OVER 11 MILLION SUBSCRIBERS ON YOUTUBE AND INSTAGRAM ACROSS MORE THAN 145 COUNTRIES. NOW, AT JUST 24 YEARS OLD, NIKKIE IS A HOUSEHOLD NAME IN THE BEAUTY WORLD, HAVING CREATED BEAUTY VIDEOS WITH CELEBRITIES LIKE KIM KARDASHIAN, DREW BARRYMORE AND JESSIE J. SHE CONTINUES TO PUSH BEAUTY BOUNDARIES WITH STUNNING NEW LOOKS, BRUTALLY HONEST MAKEUP REVIEWS, AND UNCONVENTIONAL MAKEUP CHALLENGES.

"I'VE ALWAYS BELIEVED THAT MAKEUP IS A FORM OF SELF EXPRESSION AND THERE IS NO SHAME IN EXPERIMENTING WITH IT. MARC JACOBS SHARES A SIMILAR 'SHAMELESS' APPROACH TO BEAUTY, WHICH I SO ADMIRE, AND I QUICKLY FELL IN LOVE WITH HIS BEAUTY PRODUCTS WHEN I WAS FIRST SENT THE RE(MARC)ABLE FULL COVER FOUNDATION CONCENTRATE A FEW YEARS AGO. SINCE THEN, I'VE CONSISTENTLY LOVED USING MARC JACOBS BEAUTY PRODUCTS AND IT WAS AFTER ATTENDING MARC'S FASHION WEEK SHOW LAST SPRING THAT WE DECIDED TO EXPLORE HOW, AND WHAT, WE COULD BEAUTIFULLY CREATE TOGETHER."

[VIEW MARC JACOBS BEAUTY X NIKKIE DE JAGER DEBUT VIDEO](#)

FOLLOW NIKKIE'S WORK ON @MARCJACOBSBEAUTY AND @NIKKIETUTORIALS.

FOR MORE INFORMATION ON MARC JACOBS BEAUTY IN CANADA, PLEASE CONTACT:  
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#### ABOUT MARC JACOBS BEAUTY:

AS WITH HIS FASHION, MARC'S RULE-BREAKING CREATIVITY IS AT THE HEART OF HIS MAKEUP VISION. FOR MARC, GETTING IT RIGHT INVOLVES A LITTLE BIT OF WRONG. HE INSPIRES YOU TO PUSH THE BOUNDARIES AND CREATE YOUR OWN STYLE. SO INDULGE IN HIS EXQUISITE TEXTURES, TAKE LIBERTIES WITH HIS PROVOCATIVE SHADES, AND PLAY WITH HIS DARING DESIGNS.

MARC REDEFINES BEAUTY AS IMPERFECTLY PERFECT. "I SEE BEAUTY IN MANY THINGS AND I AM ATTRACTED TO ALL SORTS OF IMPERFECTION, TO STYLE, TO CONFIDENCE OR EXPERIMENTATION. IT'S UNEXPECTED AND SURPRISES YOU." INSPIRATION STEMS FROM **THE SPIRIT OF A GIRL AND HER MAKEUP RITUAL** "I THINK THE IDEA OF TRANSFORMING INTO THIS PERSON YOU WANT TO BE, IS A LOT OF FUN...IT'S THE IDEA OF A YOUNG WOMAN ENJOYING CREATING HER LOOK, GETTING READY FOR HER NIGHT OUT, OR HER NIGHT AFTER HER NIGHT OUT."

#### ABOUT KENDO:

SAN FRANCISCO-BASED KENDO (PART OF THE LVMH GROUP, THE WORLD'S LEADING LUXURY PRODUCTS GROUP) FOCUSES ON THE DEVELOPMENT OF GLOBAL BEAUTY BRANDS. THROUGH ORIGINAL CONCEPTS, COLLABORATIONS AND ACQUISITIONS, KENDO BRINGS TO MARKET FRESH, RELEVANT AND INNOVATIVE BRANDS. THE KENDO TEAM BLENDS PRODUCT DEVELOPMENT, MARKETING AND OPERATIONS EXPERTISE TO REDEFINE THE BEAUTY LANDSCAPE WITH BRANDS INCLUDING MARC JACOBS BEAUTY, KAT VON D BEAUTY, FENTY BEAUTY BY RIHANNA AND MORE. TODAY, BRANDS WITHIN THE KENDO PORTFOLIO ARE DISTRIBUTED IN 35 COUNTRIES.