

MARC JACOBS FW21 RUNWAY CAPTURE

June 2021

Runway Capture



THE RETURN OF LIVE FASHION

MATTE

The return of live fashion: MATTE had the privilege of capturing Marc Jacobs FW21 runway show — the first major live

fashion show in New York since the start of the pandemic last February — which took place at the New York Public Library atop Bryant Park, an unforgettable moment that celebrated Marc Jacobs' return to the runway in June 2021.

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MATTE provided on-the-ground content capture of the fashion show, live editing, and seamlessly delivered a final film the following morning. In realtime, our content capture of the fashion show was simultaneously projected on the facade of iconic retailer Bergdorf Goodman at 57th Street and 5th Avenue, the exclusive retail partner of the Marc Jacobs' FW21 collection.

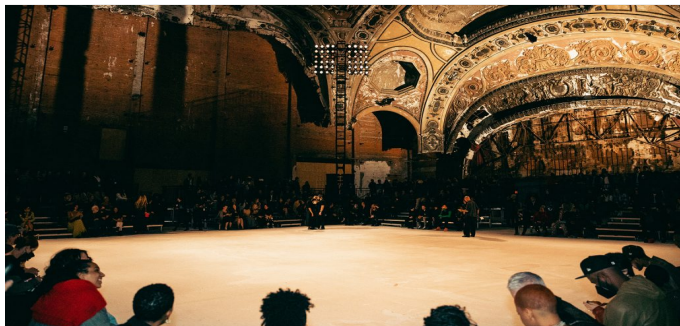
BERGDORF GOODMAN AT 57TH STREET AND 5TH AVENUE



Credits

Chief Creative Officer, Matt Rowean
Account Director, Lennon Chuang
Director of Production, River Myers
Producer, Nerenda Eid
Production Manager, Jessica Thiel
Director / DOP, Trevor Owsley
1st AC, Gregoire Albertini, Kyle Sather
2nd AC, Gabriella Aguirre, Taylor Myers
Steadicam, Kyle Derry
DIT, James Jacobs
Key Grip, Max Berenetz
PA, Roman Halpern, Peter Mamantoff, Jose Hernandez
Video Editor, Alex Fouquet & Ben Solomon

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