

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Marc Jacobs

Marc Jacobs founded his namesake brand in New York in 1984 and developed an influential American designer label spanning ready-to-wear, handbags, shoes, jewelry, fragrance and accessories. The archive also includes the former Marc by Marc Jacobs diffusion line, which must be identified separately from mainline and current branding. Use 1984 as the brand founding anchor and official/retailer archives for more specific collection dating. Diffusion-line product should not be relabeled as mainline; conversely, a Marc by Marc Jacobs tag is not counterfeit merely because that line is discontinued.

FOUNDED

1984

ORIGIN

New York, USA

WHY THE DETAILS MATTER

Modern Marc Jacobs products use style/SKU references that can be matched to product listings. Use codes to confirm model, material, color and size, not as unique serials. Historical line and license information may require separate research. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Marc Jacobs care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Marc Jacobs

Parent fashion house / mainline

Ready-to-wear, bags, footwear, accessories and beauty.

Heaven by Marc Jacobs

2020

Distinct youth-oriented brand extension

Youth-oriented apparel, accessories, footwear and collaborative product.

Marc by Marc Jacobs

2001 — 2015

Historical diffusion line

Ready-to-wear, bags, footwear and accessories.

Marc Jacobs mainline is the active parent house. Heaven by Marc Jacobs is a current youth-oriented brand extension with its own product and collaboration context. Marc by Marc Jacobs is a discontinued historical diffusion line and must remain separately identifiable for archive dating.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

A story in chapters

1984

Marc Jacobs

House origins · Marc Jacobs

2001

Marc by Marc Jacobs

Line / house introduction in the cited records

2015

Marc by Marc Jacobs

Last year recorded here; not necessarily a closure

2020

Heaven by Marc Jacobs

Line / house introduction in the cited records

COLLECTION CONTEXT

Marc Jacobs founded his namesake brand in New York in 1984 and developed an influential American designer label spanning ready-to-wear, handbags, shoes, jewelry, fragrance and accessories. The archive also includes the former Marc by Marc Jacobs diffusion line, which must be identified separately from mainline and current branding. Use 1984 as the brand founding anchor and official/retailer archives for more specific collection dating. Diffusion-line product should not be relabeled as mainline; conversely, a Marc by Marc Jacobs tag is not counterfeit merely because that line is discontinued.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MARC JACOBS Size 8 Taupe & Beige Silk Balloon Sleeve Bow Blouse

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL

01 / WHAT YOU CAN READ

MARC JACOBS · 8

02 / HOW TO USE IT

Record the exact house name and the separate size tab. Keeping both visible helps a reader distinguish label wording from a seller’s converted sizing.

03 / WHAT TO CHECK NEXT

The label does not provide a season or fiber blend. Photograph the care label and compare the printed 8 with actual garment measurements.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

<https://www.marcjacobs.com/en/about-marc.html>

<https://www.marcjacobs.com/>

<https://suigenerisconsignment.com/products/marc-jacobs-size-8-taupe-beige-silk-balloon-sleeve-bow-blouse>

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.