

PRINT

Gucci, Dior aim to capture youth's attention in Town & Country August edition

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Town & Country's August cover

By JEN KING

Luxury marketers such as Ralph Lauren, Gucci and Dior worked to appeal to younger readers of Hearst lifestyle imprint Town & Country's August issue.

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Luxury Daily

With a focus on its first annual “Modern Swans – Girls who rule the social universe” listorial, Town & Country will likely attract younger readers who relate to the socially-connected and tech-savvy women profiled in the August edition. By featuring young women in its issue Town & Country will maintain relevancy amongst new and established readers.

“Town & Country is looking to appeal to a younger audience via the next generation of beautiful and famous,” said Leane Brenes, creative director of **Brenes Co.**, New York. “The Town & Country reader is typically a mature, professional, educated and sophisticated woman with a high-net worth.

“In the 'Modern Swans' issue, the magazine is seeking to bridge generations and yes, appeal to younger women,” she said. “The creativity of the cast of 50 women to watch is

inspiring to see because these are young women of substance, not only the keeper of a known name.

"Most on the list were born into great expectations and it's nice to see a list of women who are making their own way regardless of the name they carry."

Ms. Brenes is not affiliated with Town & Country, but agreed to comment as an industry expert.

Town & Country, which decline to comment for this article, has approximately 695,000 readers with an average household income of \$280,786.

Summer swans

August's 128-paged issue opened with a two-page interior spread by Ralph Lauren Collection. The brand promoted its new Ricky ID chain bag in the first effort which shows the handbag in two different materials and a model wearing apparel in a similar grey hues.

In the second page of the spreads, Ralph Lauren showed the new handbag in greater detail.



Inside front cover effort for Ralph Lauren, second page

Marking the seasonal shift in collections, Gucci promoted its fall/winter 2014 line in the front of the book. While Dior maintained momentum for its "Secret Garden III - Versailles" campaign.

Outside of apparel and handbags, Rolex included its women's Oyster Perpetual Day Date wristwatch. The timepiece includes diamonds on its face and around the edge of the dial.



Rolex ad seen in the front of book

Additional ads in the front of the book included Bottega Veneta and beauty marketer Lancôme.

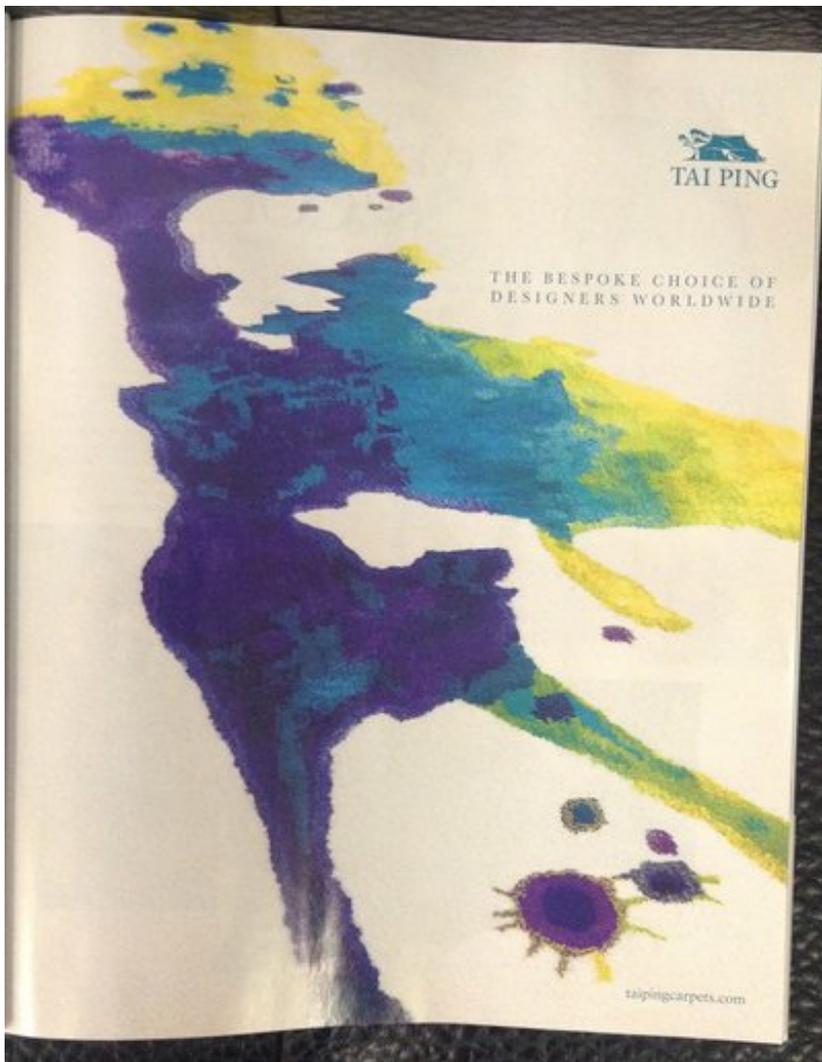
To ensure it was noticed by readers, Dior placed a second effort for its Dior VIII Grand Bal wrist watch opposite the table of contents. A small text blurb noted that the watch seen in the effort is limited to 888 pieces.



Dior VIII Grand Bal spot opposite the table of contents

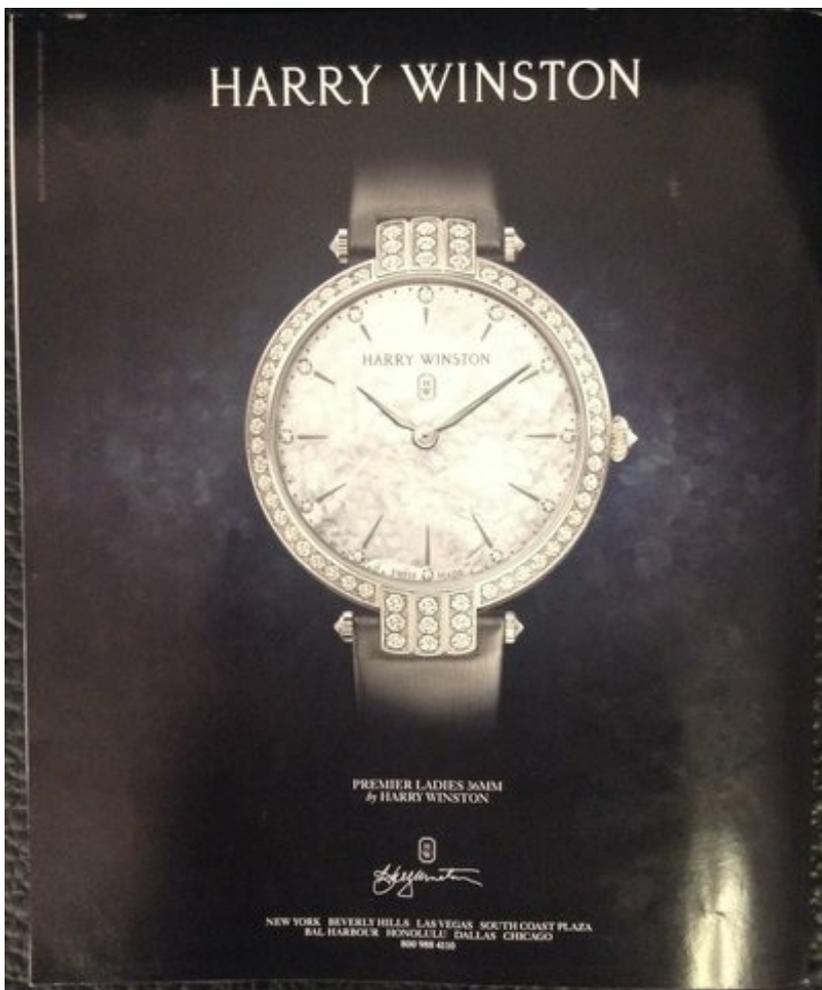
Directly after the table of contents, Salvatore Ferragamo promoted its handbags and current collection.

Efforts also seen among the content pages include a watch spot by Van Cleef & Arpels, private aviator JetSuite and high-end rug brand Tai Ping.



Tai Ping ad

The August issue of Town & Country concluded with timepiece efforts from Franck Muller for the Infinity Ronde collection and Backes & Strauss' Regent collection. Closing out the issue was British jeweler Harry Winston's promotion of its Premier Ladies 36MM watch.



Outside back cover effort by Harry Winston

Content featured included a “case study” of actress and cover girl Dakota Fanning, a look at how private people maintain their privacy, a list of debutants that double as DJs and a piece about what launched former president Ronald Reagan’s presidency.

Town & Country’s “Modern Swans” profile list included fashion blogger Miroslava Duma, Town & Country’s special projects editor Amanda Hearst, models and sisters Cara and Poppy Delevingne and Italian socialite Beatrice Borromeo.

Female empowerment

From Vogue to Vanity Fair, publications are looking to attract younger readers and empower established audiences through listorials featuring tastemakers and successful young women.

For example, luxury marketers such as Prada and Christian Dior jockeyed for attention in the July issue of Condé Nast’s Vogue that featured actress Lupita Nyong’o on the cover. The 152-page July issue’s main feature was “Women to Watch,” giving marketers even more reason to want to be seen side-by-side with the latest “it girls, newsmakers, rule-breakers and scene-stealers” as the tagline suggests ([see story](#)).

Also, Christian Dior and Gucci were among the marketers using Vanity Fair’s “Hollywood’s Next Wave” special issue to appeal to a new generation of consumers.

The 116-page July issue includes Vanity Fair’s coverage of young Hollywood starlets that

are up-and-coming in the industry. With profiles on budding talent, the likelihood of the magazine appealing to a younger audience is higher as fans of the actors are likely to purchase the July edition of the imprint, which will also boost exposure for the featured marketers among this aspirational demographic ([see story](#)).

By including a list of publications like Town & Country's Modern Swans, the magazine becomes an authority on who is an up-and-coming person to watch.

"We know that lists are popular with readers, and it seems fitting that the top 50 'swans' would be introduced by Town & Country," Ms. Brenes said.

"No other magazine is as uniquely positioned to be the authority on affluent culture and lifestyle, or the next generation of creative, well-to-do women," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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