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Tiffany, Bulgari share design aesthetics in September/October edition of Veranda

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Veranda's September/October cover

By JEN KING

Jewelers such as Tiffany & Co. and Bulgari turned to the September/October issue of Hearst's Veranda to promote their designs alongside the high-end home furnishings profiled in the publication.

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Like the furnishings found in an affluent individual's home, style and design are incredibly important, so for jewelry marketers it makes sense to display pieces that evoke the same quality. By linking like-minded marketers together, the issue's content is enhanced for a read more reflective of its reader's affinities.

"Our September/October issue is exquisite and encapsulates the newest, best and brightest products, shops, services and ideas into one place and appeals to an incredibly discerning reader seeking unique and authentic goods," said Katie Brockman, associate publisher of Veranda, New York. "We're excited that our annual style issue displays such an eclectic mix of prestigious advertisers across an array of categories, including Bulgari, Cassis, Chanel, Chopard, Escada, Janus et Cie, Kohler, La Mer, Patek

Philippe, Roberto Coin, Roche Bobois, Sub Zero and Tiffany & Co.

"We're especially proud that Chanel selected Veranda as an outlet to showcase the L'Instant Watch Campaign, shot by none other than renowned fashion photographer Patrick Demarchelier, featuring the Mademoiselle watch collection," she said. "Given that the September/October issue represents our style issue, our partnership with fashion brand Escada is especially important. Our magazine caters to a largely female, sophisticated audience creating relevance for a category exclusive partnership between Escada and Veranda.

"Our advertising numbers continue to experience steady growth as our advertising environment becomes increasingly diverse. There is deep thought that goes into the mix of brands featured as our readers have come to expect only the best of the best from us."

Veranda has a total circulation of 489,890 The median household income of its readers is \$110,157.

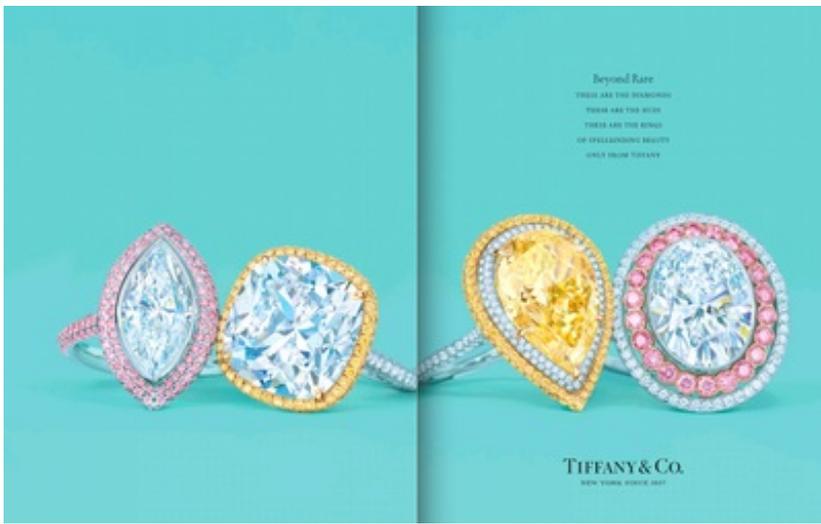
Jeweled homes

Swiss watchmaker Patek Philippe was the first marketing effort seen in the front of the book. The watchmaker placed its 175th anniversary effort in the inside front cover where it also displayed its Ladies First Perpetual Calendar Ref. 7140.



Patek Philippe 175th anniversary effort

Also in the front of the book is an effort by jeweler Tiffany & Co. The jeweler used Veranda's ad space to show off its "beyond rare" diamond cocktail rings.



Tiffany & Co. campaign

Shelter-related ads were seen from Sub-Zero, Dennis & Leen, Janus et Cie, Kohler, Restoration Hardware, McKinnon and Harris and Tufenkian artisan carpets. Roche Bobois also used these pages of Veranda to promote 40 years of “L’art de vivre” in the U.S.

The ad showed an open-air bedroom overlooking a foggy, mountainous shoreline and sculpture garden.



Roche Bobois ad

Jewelry reappeared opposite the table of contents with Bulgari’s updated campaign with French model and singer Carla Bruni.



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Bulgari's effort opposite the table of contents

In the pages that follow the table of contents, jewelers such as Chopard and Roberto Coin appeared but the space was predominantly focused on interiors. These marketing efforts included spots by Stark Carpet, Baker, Sferra, Jenn-Air, Circa lighting and Vispring mattresses.



Vispring single-page effort

Veranda's September/October issue concluded with an outside back cover ad from Rolex. The ad displayed the watchmaker's Oyster Perpetual DateJust with a pink flower-patterned face.

The theme of the split September/October issue revolves around designs and interiors that shine a light on "the new chic," a subtle nod to the focus of September fashion publications.

"[Our] September/October issue features the first-ever Veranda Encyclopedia of Style, which we're referring to our A-to-V guide to luxury today," said Clinton Smith, editor in chief of Veranda, New York.

"The 11-page section offers a first look at the fall season ahead—what's new, as well as what's on the horizon in the world of style," he said. "It's a celebration of design at its best."

Real reads

Veranda aims to capture the tastes of its readers through content that mirrors their homes and sense of style.

In the July/August issue of Hearst's Veranda marketers such as Wolf, Sutherland and Lancôme sought to represent the sentiments of the shelter publication's affluent readers.

The varied advertisements seen in Veranda's latest edition range from interiors to fine jeweler to capture a reflection of its reader's daily lives. "Easy elegance" is explored throughout the 140-paged issue, a style aesthetic that is also mirrored by Veranda's ad partners to show what type of products are needed for this type of home decor ([see story](#)).

This formula has resulted in Veranda's ad growth.

Tiffany & Co., Ralph Lauren Home and Lancôme were among the luxury marketers in the May/June issue adding to Veranda's 6.24 percent year-to-date advertising increase.

Veranda's 173-paged May/June "Summer Bliss" issue worked to get affluent readers in the mood for outdoor spaces as the summer months approached. As many affluent readers visited beach homes and vacation properties for the season, new design ideas and trends likely piqued their interest ([see story](#)).

As a shelter publication Veranda sources homes that will act as inspiration for its readers' future designs.

"In our well, we have beautiful homes from across the country—from Marin County, CA, to the South Carolina coast," Mr. Smith said. "The diverse mix of styles we're featuring is a great reflection of the state of American design today.

"The September/October issue also marks the debut of Veranda's latest book, 'A Passion for Living,' which publishes Oct. 7th," he said. "Veranda interiors editor Carolyn Englefield compiled this book that features an exquisite collection of homes from across Europe and we're excited to make them accessible in this lavish hardcover format."

Final Take

Jen King, lead reporter at Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/vqWPLB-RkJY](https://www.youtube.com/embed/vqWPLB-RkJY)

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