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W magazine fall fashion edition largest September run since 2008

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W magazine's September cover

By JEN KING

Luxury fashion brands such as Louis Vuitton, Chanel and Gucci looked to stir up some “Fall Fashion Drama” in W magazine’s September issue.

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By using repetitive campaign placement tactics, marketers were able to captivate the reader’s attention by highlighting the latest collections and styles for the upcoming fall season. Some brands went on to shine light on ranges outside of fashion to ensure all demographics of W magazine’s readers were included.

“Our business is thriving on all fronts—from our total cross-platform audience growth where we now stand at over 6 million, to our #1 performance at the newsstand to our record advertising gains of 3 percent year-to-date, marking the fourth consecutive year of growth,” said Lucy Kriz, publisher of W magazine, New York.

Condé Nast-owned **W magazine** has a rate base circulation of 450,000 and its readers have a median household income of \$153,000 for print and \$81,000 for digital. This reader demographic, on average, spends \$10,000 annually on fashion.

New threads

Printed on its signature over-sized paper, W magazine's September issue weighed in at 468 with a tri-fold effort from Louis Vuitton. The inside front cover effort is part of the French brand's ongoing "Series 1" campaign, photographed by three different photographers.



Louis Vuitton's tri-fold inside front cover effort

In the front of the book repetition was at its height with Chanel, Gucci and Christian Dior appearing in the beginning pages of the magazine. Chanel and Gucci placed a total of three full-page spreads in succession while Dior included only two full spreads.



Dior campaign

Prada, Giorgio Armani, Burberry and Michael Kors also used this tactic. All three brands placed two-page spreads.

U.S. jeweler Tiffany & Co. went above what other marketers in fashion did by placing a four-page spread for its new Tiffany T collection.



Ad for Tiffany's Tiffany T collection

Brands that featured multiple ranges included Chanel for its timepieces and Dior for its J'Adore fragrance.

Additional brands seen in the front of the book included Estée Lauder, Lancôme, Dolce & Gabbana, Prada-owned Miu Miu, Marc Jacobs, Fendi, Donna Karan, Bottega Veneta, Céline, Givenchy, Loewe, Bally and Diane von Furstenberg.

W magazine also spread out its table of contents to account for the additional marketers who aimed to be seen by the publication's readers. Broken into four sections, the table of contents was framed on an opposite page by David Yurman's Kate Moss tri-fold campaign, Valentino, Calvin Klein Collection and Salvatore Ferragamo.



David Yurman's tri-fold table of contents ad

After the table of contents brands such as Balenciaga, Net-A-Porter, Piaget, Tom Ford and Moncler appear. Soon after, retailer Saks Fifth Avenue placed a 24-page look book to show off the designer wares it carries on individual pages.

Brands featured, who also included mono-brand efforts, included Chanel, Givenchy, Dior, Alexander McQueen, Marc Jacobs and Burberry.



Saint Laurent and Alexander McQueen in Saks' look book

After this point, repetition continued with advertisements from Tod's, Belstaff, Hermès, Moschino and Versace.

On the outside cover of the issue Gucci continued its promotion of its collection as seen in the front of the book.



Gucci's outside back cover

Content included a profile interview with singer and “the world’s wildest style icon”

Rihanna, which was tweeted about by the popstar 10 times generating 120,000 favorites and 67,000 retweets from her fanbase of 37 million.

Also the issue included a delve into the fall's fashion and beauty looks including mod dresses, denim and bold lips and coverage of the "designers, models, divas and rising stars" of the fashion industry.

Teasers and pleasers

To gear up for fall fashions, publication's rely on a pre-fall preview issue that breaks before the summer is officially over.

For example, Christian Dior and Louis Vuitton were among the luxury marketers aiming to be seen within the fall fashion preview pages in W magazine's August issue.

Fashion marketers looked to W to place current fall/winter collections as readers began to change over their wardrobes for the season. With fall approaching, and September issues on the horizon, the August issue's ad space and content aligned to create a concise read ([see story](#)).

This year's September issue is W magazine's largest edition since 2008 with a 5 percent increase from the year-to date ([see story](#)).

W has expanded and diversified its marketing partner base as well with 26 percent of paging in the issue new for 2014. Major categories such as fashion paging increased 9 percent while retail rose 33 percent, jewelry and watches 49 percent and automotive 150 percent.

These numbers are sure to increase as W magazine focuses on expansion.

"We are squarely focused on innovation and brand expansion at W," Ms. Kriz said.

"September was a perfect example of that, with the launch of our Street Style partnership with Tumblr, which drove more than \$1 million in incremental business."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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