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Gucci, Chanel jockey for entry-level consideration in November's Vogue

October 28, 2014



Vogue's November 2014 cover

By JEN KING

Luxury advertisers such as Gucci and Chanel targeted aspirational readers' attention by promoting entry-level product ranges in the November issue of Condé Nast's Vogue.

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With holiday campaigns rolling out soon, advertisers can entice aspirational readers to self-purchase early or help establish wish lists from the advertisements placed in Vogue. By promoting a selection of products available at different price points, readers of all demographics will likely see items to covet.

"Opening price points attract new customers," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"It is, however, a decidedly non-luxury tactic," he said.

Mr. Ramey is not affiliated with Vogue, but agreed to comment as an industry expert.

Vogue, which did not respond by press deadline, has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

Falling for fall

The 254-paged November issue began with an inside front cover advertisement from Gucci. For its tri-fold interior effort Gucci promoted its newly launched beauty collection through its ongoing campaign with Charlotte Casiraghi ([see story](#)).



Gucci Beauty effort on the inside front cover of Vogue

Gucci's effort was followed by actress Jennifer Lawrence for Dior handbags and Estée Lauder's Enlighten cream before the Italian fashion house appeared again with a fashion-focused ad.



Gucci fashion ad

Ralph Lauren, Chanel and Prada-owned Miu Miu promoted entry-level sunglasses to appeal to established and aspirational consumers.

Also in the front of the book were efforts from Céline, Prada, Saint Laurent Paris, a two-page Michael Kors spread, Burberry, Marc Jacobs and La Perla. These efforts focused on apparel, but included lesser price items, such as handbags or jewelry.



Michael Kors effort in Vogue

In the jeweler sector, Cartier was seen in the front of the book pages of Vogue with a two-page spread dedicated to its Panthere collection. Rolex, Tiffany & Co. and Harry Winston were present as well.

Additional entry-level ads in the November issue included Dolce & Gabbana's skin care venture, Aurealux, Giorgio Armani's men's fragrance Armani Code and Chanel timepieces.

Opposite the table of contents, Chanel continued to promote its lesser priced items with a fragrance sample strip for Coco Mademoiselle.



Chanel's Coco Mademoiselle scent strip opposite Vogue's table of contents

After the table of contents entry-level products continued with spots by Alexander Wang for H&M, Jimmy Choo eyewear and Fendi timepieces.

Louis Vuitton used Vogue to showcase its Iconoclasts effort with a foldout page on thicker paper. Each of the sides of the ad includes Louis Vuitton's collaborations with Karl Lagerfeld, Frank Gehry, Christian Louboutin and Marc Newson ([see story](#)).



Louis Vuitton's Iconoclasts Karl Lagerfeld effort in Vogue

Entry-level items continued with a Lancôme fragrance strip for La Vie est Belle and standard efforts for B.Balenciaga, the house's latest scent, and Miss Dior by Christian Dior.

But, the well pages were not without high-end products with furriers promoting their wares. For example, Saks Fifth Avenue's Fur Salon showed off a Michael Kors "pattern play" mink coat with a chevron pattern available at the retailer.



Mink coat by Michael Kors, available at Saks Fifth Avenue as seen in Vogue

Additional efforts were placed by Piaget, De Beers, Chopard, Richard Mille and Bulgari. Viktor & Rolf closed out the issue with an outside back cover ad for Flowerbomb.

Content in the issue included television personality Ellen Degeneres' design debut, actor Hugh Jackman's return to Broadway and fall fashion. The issue also looked at the upcoming fashion stars including the CFDA/Vogue Fashion Fund finalists and a piece on roses, "beauty's power flower."

The issue's cover story takes model and face of the November issue Natalia Vodianova backstage at the Paris Opera. On Vogue's [Web site](#), readers can see 20 of Ms. Vodianova's best appearances in the publication throughout her modeling career.

All that range

Aspirational readers can be targeted through content or advertising space to show a desired lifestyle associated with luxury brands.

For example, luxury advertisers looked to Condé Nast-owned Vogue's October issue to show that their offerings extend beyond the fashions seen in the September edition of the publication.

Brands that have products ranging from apparel and accessories to beauty and fragrance can enhance the awareness of their secondary categories by advertising in fashion publications with an affluent audience. Vogue's October issue's coverage includes profiles of "fashion superstars of tomorrow" which gives advertising partners a chance to show their relevance as new careers blossom ([see story](#)).

This can also be achieved through content that focuses on a younger demographic than that of the publication's core readership.

For instance, 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 included 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 were likely to purchase the July edition of the imprint, which likely boosted exposure for featured marketers among this aspirational demographic ([see story](#)).

A compelling ad presence, such as a scent strip may lead to conversions within brand boutiques and retailers among aspirational consumers.

"Scent strips engage prospects and create desire," Mr. Ramey said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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