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Architectural Digest's November edition influences holiday home makeovers

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Architectural Digest's November 2014 cover

By JEN KING

Giorgio Armani and Fendi's home furnishing lines inspired readers of Architectural Digest's November issue to update their interior decorating before holiday guests arrive.

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Luxury Daily

High-end interior brands as well as apparel labels and jewelers were seen in the "Before & After" issue which included renovations, makeovers and a non-holiday focused "best new products" listorial. Pushing current styles of home decor right before the holidays may spur readers to redecorate their residences as they prepare for holiday parties and the inflow of guests while they still have time.

"Nothing triggers desire to renovate like knowing friends are about to visit your home," said Chris Ramey, president of [The Home Trust](#), Miami, FL.

"Most 'considered' purchases for luxury homes include the buy-in from more than one individual and often more than two including an interior designer," he said. "A gift guide would be incongruent with processes of design."

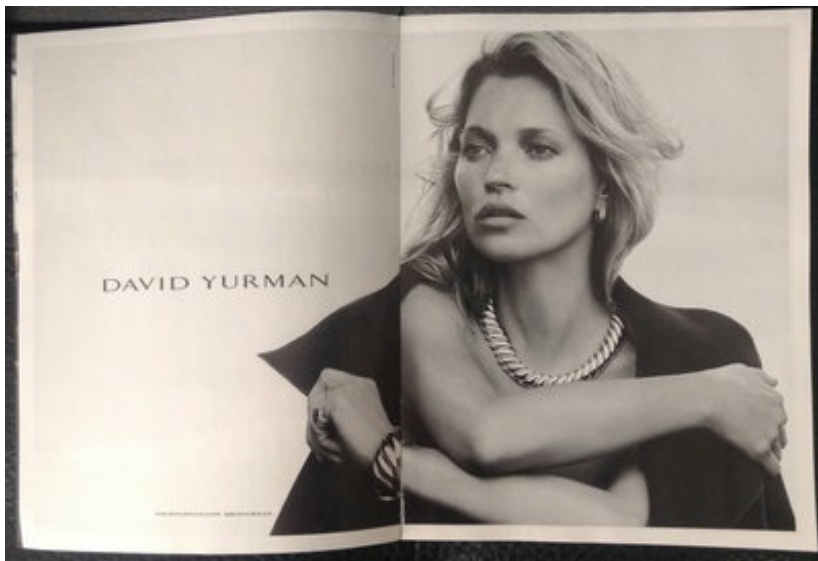
Mr. Ramey is not affiliated with Architectural Digest, but agreed to comment as an industry expert.

Condé Nast's **Architectural Digest**, which was unable to comment on this issue, has a total circulation of 819,155. The median household income of its readers is \$93,852.

Seasons redecorating

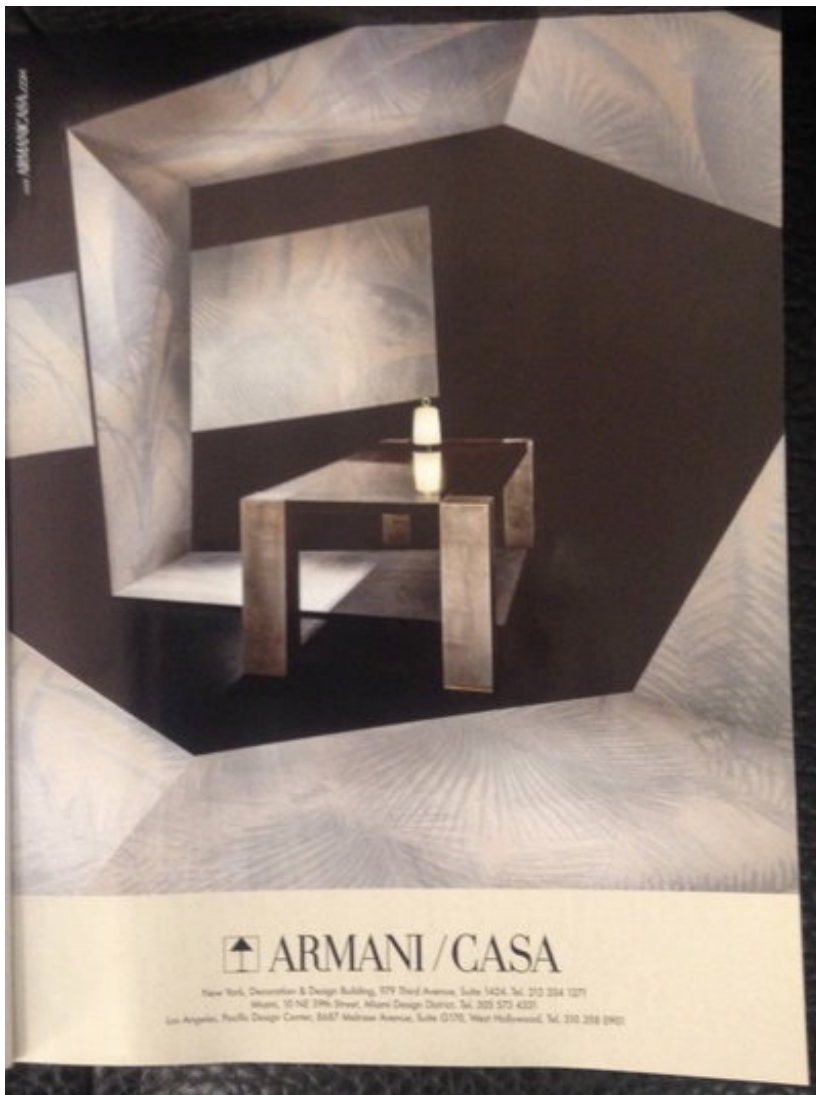
The 210-paged November issue opened with an inside front effort for automaker Cadillac's 2015 Escalade SUV.

U.S. jeweler David Yurman's ongoing campaign with model Kate Moss followed. The Reine de Naples collection by watchmaker Breguet and French fashion house Chanel's Camelia ring were also seen in the front of the book.



Kate Moss for David Yurman

The remaining high-end advertisements seen in this section included Calvin Klein's home collection, Roche Bobois, Armani Casa, Flexform and Clive Christian's kitchens.



Armani/Casa effort

Opposite the table of contents, Cartier promoted a panther-hide diamond necklace in its most recent Panthere de Cartier collection's ad.



Cartier's campaign opposite the table of contents

Within the well pages of the November issue, jewelers, watchmakers and home brands continued to show off wares to Architectural Digest readers.

Jewelers and watchmakers seen in the issue included Rolex, Assael pearls, Bulgari's Lucea watches, Piaget's "Perfection in Life" effort and Mikimoto.



Mikimoto ad

Additional categories were represented by ads from The Ritz-Carlton, more specifically its Visa credit card, women's fashions by Bottega Veneta and Mercedes-Benz's C-Class.

In the home space, advertisers included Fendi Casa, Baker furniture, fashion designer Vera Wang's collection for fine crystal-maker Wedgwood, Brizo kitchen and bath fixtures, Maxalto, ranges by Jenn-Air and carpets by Rug Co. and Stark.



The Rug Company promotion for its Diane von Furstenberg

On the outside back cover Chanel continued its jewelry push with an ad spot for its timepieces. The ad featured is part of the brand's L'Instant Chanel timepiece campaign.

Content in the November issue of Architectural Digest included Before & After pieces focusing on "smart, stylish renovations" with expert advice, "dazzling design makeovers" and a visit to actress Ellen Pompeo's home in Los Angeles. The issue also included a generic "best new products for every room" listorial rather than a holiday focused gift guide.

Getting ready to gift

Across many November publications, imprints seemingly toned down the rush and heavy push of holiday gifting by including subtle, unthemed lists of products that if necessary could make an ideal gift for a loved one.

For example, jewelers and watchmakers such as Tiffany & Co. and Patek Philippe touted their finest designs to stay top-of-mind in Robb Report's November issue.

The November issue features "high-art watches and jewelry with an edge" to appeal to the sentiment of Robb Report's readers who enjoy unique pieces to collect, gift or self-purchase. Many publications are compiling lists of different and interesting pieces that may make ideal holiday gifts for their readers' families and loved ones ([see story](#)).

Similarly, Cartier and Harry Winston were among the jewelers to advertise their pieces as works of art in Town & Country's November "Art" issue.

Jewelers commonly rely on design aesthetics and craftsmanship when promoting high-jewelry collections and often position these pieces as fine art worthy of countless museum exhibits. Selecting art as an overall theme for an issue published near the holiday season may inspire readers to contemplating purchasing an artwork as a gift ([see story](#)).

In the context of a shelter publication a traditional holiday gift guide may not leave the same impression as one in a fashion-focused imprint.

"Gift guides are for products that are more impulsive and fleeting in nature," Mr. Ramey said.

"Good design, on the other hand, is timeless and requires the eyes of the artisan and interior designer," he said. "And, of course, the financial and intellectual capacity of the client."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/vyo2B8CRRwc](https://www.youtube.com/embed/vyo2B8CRRwc)

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