

PRINT

Fashion, art uphold alliance in December/January edition of W magazine

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W magazine's December/January 2015 cover

By JEN KING

Louis Vuitton, Christian Dior and Prada were among the luxury advertisers to align with the December/January theme of art and fashion in Condé Nast-owned W magazine.

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Luxury Daily

The 178-paged issue, accompanied by a 96-paged W:Art supplement, showcased the artists, designers, gallerists and filmmakers who are “turning the tide” in the industry. Fashion houses and high-jewelers often align with the art world to due a shared passion for design aesthetics, a main pillar of many luxury brands.

“We closed out the year really strong; not only did we get beautiful inserts from Saks and Barneys and partner with Apple on the third and fourth covers, but continue to see our biggest partners going narrow and deep with W magazine – December features multi-page units from Bulgari, Chanel Jewelry and Louis Vuitton,” said Lucy Kriz, publisher of W magazine, New York.

“In a crowded media landscape, W magazine is a cultural reference point, showcasing our partners in the best light,” she said.

“Our distinctive editorial voice and premium environment define what’s next in fashion, film and art. And, we reach the most desirable audience anywhere: a creative class of young, affluent consumers seen as influencers among their peers – especially impactful for business during holiday time.”

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.

Where art and fashion collide

The combined December/January issue of W magazine opened with a gatefold interior front cover effort by apparel brand Guess. This was followed by Giorgio Armani’s promotion for its Si fragrance with actress Cate Blanchett.



Armani's effort for its Si fragrance

Armani’s effort was followed by Louis Vuitton, which placed three separate spreads, in succession, for its “Iconoclasts” collection. The efforts showed three of the six collaborations the brand commissioned by creative talents including Christian Louboutin, Cindy Sherman, Frank Gehry, Marc Newson, Karl Lagerfeld and Rei Kawakubo.



Marc Newson's designs for Louis Vuitton's Iconoclasts collection

Within the front of the book, advertisers placed efforts that appealed to various readers' budget for the holiday and everyday purchases. Ads seen were from jeweler Tiffany & Co. which shared its holiday campaign, Dior, Gucci, Prada, Rolex, Prada-owned Miu Miu and a two-page spread for Chanel's fine jewelry.

Also seen were efforts by Marc Jacobs for eyewear, Céline , Burberry's holiday spot, Michael Kors, Bottega Veneta, Dior's J'adore fragrance and Italian lingerie brand La Perla's made-to-measure services.

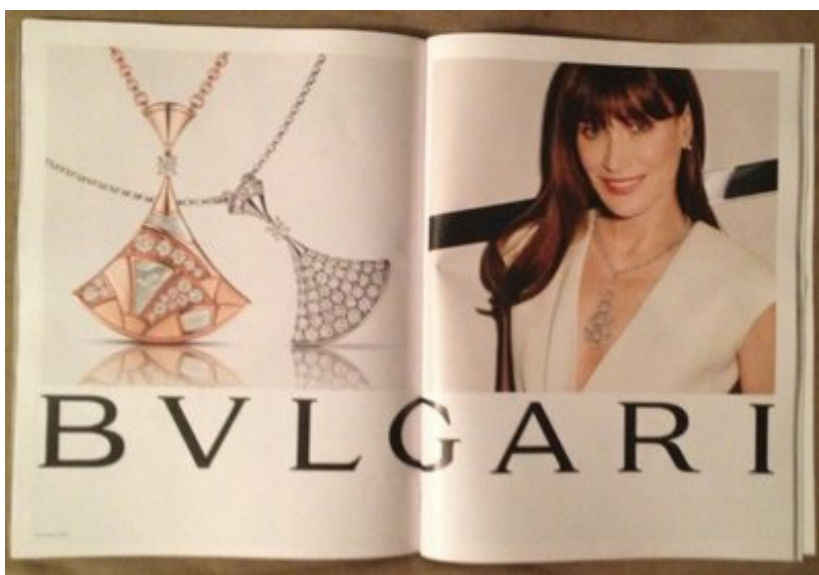


La Perla made-to-measure effort

Opposite the table of contents for W magazine, French jeweler Cartier shared its panther-themed campaign along with its Ballon Bleu de Cartier collection watch in pink gold, steel and diamonds.

Italian jewelry Bulgari was well represented in the December/January issue with two single page campaigns placed on pages after the content listing.

Further into the magazine's content, Bulgari included two full-page spreads with pages set in between the efforts. The first showed off Bulgari's Diva collection and the second promoted its Lucea line.



Bulgari ad for the Diva collection

Additional campaigns seen in *W* magazine's latest issue included Bottega Veneta's The Knot fragrance, Valentino, De Beers, Dom Perignon Champagne, Balenciaga, Jimmy Choo, Armani eyewear and a Lancôme fragrance sample.

Retailer Saks Fifth Avenue included a look book of eight pages in total to show off the jewelry brands it carries such as Pomellato and H. Stern. Barneys New York took a similar approach and presented readers with another eight pages of its jewelry offerings such as Repossi and Jennifer Meyer. Both Saks and Barneys' efforts were printed on thicker paper to stand out.

As the technology company aims to reposition as more of a luxury brand than a consumer electronics maker, Apple took the final pages of the December/January issue of *W* magazine. Apple promoted its iPhone 6 and 6 Plus on the inside back cover and the outside back cover.



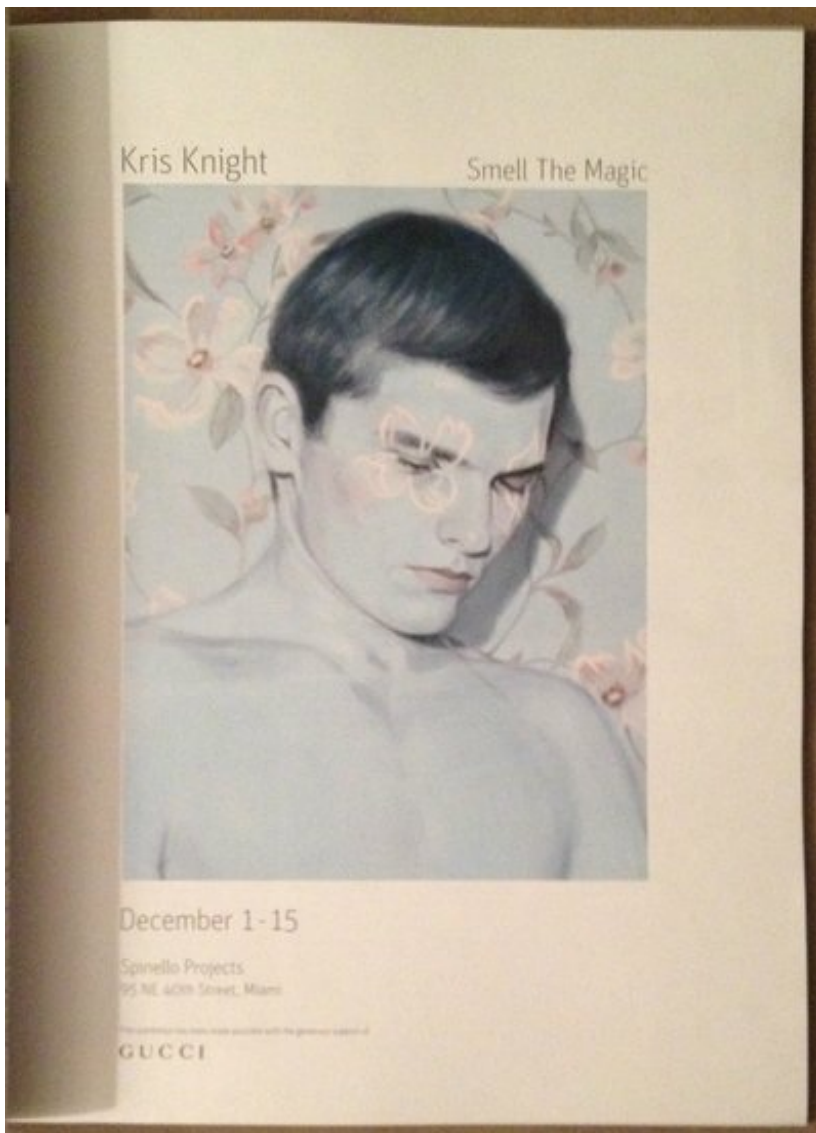
Apple's outside back cover spot in W magazine

Art alliance

W magazine often explores the ties between the art world and fashion industry in its advertorial coverage and ad space.

For the *W:Art* issue that accompanied the latest issue of *W* magazine, multiple

advertisements were seen by Chanel, Van Cleef & Arpels and Jimmy Choo throughout the supplement. Gucci also appeared with a promotion for artist Kris Knight's "Smell the Magic" exhibition Dec. 1-15, made possible by the support of the fashion brand.



Gucci sponsored art exhibition ad seen in W:Art

For the past W:Art issue, department store chain Saks Fifth Avenue was the primary sponsor of the 88-page edition, which focused on the direction of contemporary art, from galleries to music producer and recording artist Pharrell Williams. By acting as primary sponsor and exclusive retail partner of this issue, Saks was able to more fully immerse itself in the art community and other creative channels, a mission of new president Marigay McKee ([see story](#)).

Like the December/January issue, brands such as Chanel, Prada and Louis Vuitton were among the luxury marketers underscoring the connection between the world of art and fashion in W magazine's dual edition for June and July. The marketers seen in the advertising space of the June/July issue enhanced the overall theme of the edition. In addition, the marketers helped to bridge the artwork seen in the imprint's annual, standalone publication, W:Art ([see story](#)).

With the sales of fine artwork flourishing, having art and fashion coincide with the

holidays allows W magazine to be relevant among affluent readers' interests and may spur gifting ideas.

"For W magazine, the holidays begin at Art Basel Miami," Ms. Kriz said. "It's a great way to kick off the season and get inspired for the year to come.

"We strive to bring that sense of excitement, creativity and wonder to our readers through this issue – packaged with our second edition of W:Art – and our partners with something unique," she said. "Rather than focusing on the must-haves and gift lists, W magazine really stands out and offers something different."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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