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## Luxury advertisers take subdued approach in Vanity Fair's January edition

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*Vanity Fair's January 2015 cover*

By JEN KING

Luxury brands scaled back their advertisements in the January issue of Vanity Fair to account for shopping fatigue.

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After the noise of the holidays, the ad pages seen in the 110-page issue of Vanity Fair were slimmer than usual, but reflected various sectors of the luxury industry. Although the ad space may be minimal, the advertisers who did place efforts in the January may benefit from less competition as they work to stay top of mind among readers.

"The months after the end of the year fourth quarter and holidays are notoriously slower for retailers," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta.

"Coincidentally, many publications tend to combine the December and January issues into one and/or have a much smaller publication at the beginning of the year," she said.

"Both scenarios lead to few brands advertising and less space to do so.

"Other categories such as homewares, health and beauty and services tend to be the focuses for this time of the year."

Ms. Albert is not affiliated with Vanity Fair, but agreed to comment as an industry expert.

**Vanity Fair**, which did not respond to press inquiries, has a total circulation of 1,193,267. Readers of the print edition have a median household income of \$78,753, while its affluent readers have a median household income of \$164,735.

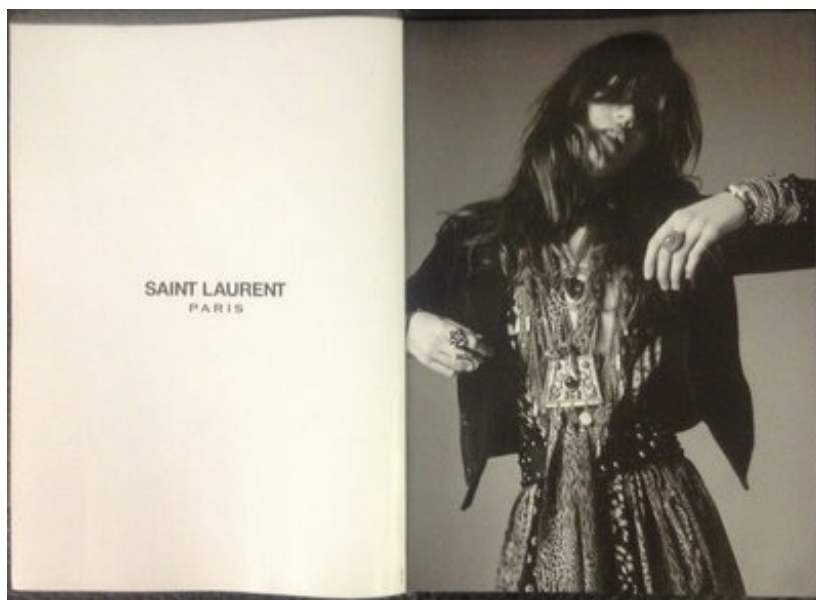
### Holiday afterglow

The January issue of Vanity Fair, which had actor Bradley Cooper on its cover, opened with a tri-fold ad for Louis Vuitton's ongoing "Iconoclasts" campaign. In the iteration seen in the issue, Louis Vuitton featured items designed by Christian Louboutin and Karl Lagerfeld and architect Frank Gehry.



*Inside front cover ad by Louis Vuitton*

Others in the front of the book included Prada-owned Miu Miu's spring/summer 2015 collection, Saint Laurent Paris and Christian Dior.



*Saint Laurent Paris campaign*

Chanel presented readers with a chain-link wristwatch encrusted with diamonds. This effort fits into the fashion house's L'Instant Chanel campaign used for its timepieces.

Celine was also in the front of the book with an effort for its apparel.

Opposite the table of contents, Bottega Veneta placed its latest apparel ad. The effort, which featured a model standing in front of a blossoming tree, may pique readers' interest as they long for the end of winter weather.



*Bottega Veneta opposite the table of contents*

After the table of contents and across from Vanity Fair's masthead, Italian fashion house Prada promoted its Candy Florale fragrance. To maximize exposure in the publication, Prada included a scent strip that included the original Candy Eau de Parfum and the Florale version.



*Prada fragrance strip*

Additional efforts seen from the luxury sector in the January issue included a Tiffany & Co. ad for its Elsa Peretti collection, which showed the designer's Wave necklace and bracelet and Four Season Hotels & Resort's Walt Disney World property in Orlando, FL.

On the outside back cover French jeweler Cartier shared its Amulette de Cartier necklace with a playful panther cub examining the elevated pendant.





### *Cartier outside back cover effort*

Content in the issue included a profile on Mr. Cooper, a look into former British Prime Minister Tony Blair's career connections and dive into the 50th anniversary of George Balanchine's "Nutcracker." Other features included an overview of author James Patterson works and a profile of German Chancellor Angela Merkel.

### *Last chance buys*

January issues allow for a final push for holiday sales due to the timing it arrives on newsstands.

For instance, Louis Vuitton, Gucci and Dior looked to Condé Nast-owned Vanity Fair's January 2014 issue in a final attempt to promote current collections as the holiday shopping season came to an end.

On the publication's January cover actress Amy Adams held a gold ornament, while the publication's red logo was adorned with snowflake polka-dots giving the issue a hint of holiday flavor. The 120-page issue featured a wide gamut of advertisements ranging from jewelry to automotive to aid readers who still needed to make last-minute holiday purchases ([see story](#)).

Likewise, the 2014 January cover features Mr. Cooper playing billiards on a green felt table with white and red ball.

"Given the condensed advertising pages, the marketers that are present may see an increase boost of exposure," Ms. Albert said. "Since luxury brands are not the predominate focus, these brands can somewhat benefit.

"However, many consumers are tired of spending, taking a break to pay off credit card debt and possibly start saving again," she said. "The holiday season does promote the idea of constant buying and splurging but by the beginning of the year, consumers move into a more practical mindset."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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