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## Luxury brands align with design in Architectural Digest's January edition

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*Architectural Digest's January 2015 cover*

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By JEN KING

Rolex, Clive Christian and Cartier joined the interior advertisers in the January issue of Architectural Digest to celebrate “great design.”

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Like fashion publications that align with the art world, a similar parallel is found between interiors and luxury goods. Given their dedication to craftsmanship, quality and aesthetics, luxury marketers likely saw the January issue as a good fit for their wares as the content focused on the latest design trends.

"January is a great month for home furnishings," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York. "The holidays are over and winter months loom ahead – a time of nesting for most.

"It is a great time to inspire and capture consumers who are inclined to consider home renovation and rejuvenation," she said.

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

[Architectural Digest](#), a Condé Nast publication, has a total circulation of 819,155. The

median household income of its readers is \$93,852. Architectural Digest did not respond by press deadline.

### Designer pages

The 174-page issue opened with an inside front cover advertising effort by automaker Lincoln for its 2015 Navigator SUV.

Rolex followed with a campaign for its Classical watch, the new Cellini collection. This effort was followed by Clive Christian's promotion for its new Contemporary collection of cabinetry.

The ad shows a men's dressing room outfitted with black walnut paneling and cabinetry, burr veneer and reeded glass.



### *Clive Christian effort*

Other advertisements in the front of the book included B&B Italia, Kravet fabrics, furniture, trimmings and carpets and SieMatic kitchens.

Opposite the table of contents, French jewelry maison Cartier showed off a watch from its Ballon Bleu de Cartier collection.



### *Cartier ad opposite the table of contents*

Within the content pages advertisers such as Circa Lighting, Stark Carpet's collaboration with French fashion label Jean Paul Gaultier and Roche Bobois appeared.

Also, Architectural Digest used the January issue to self-promote its annual Home Design Show in New York scheduled for March 19-22.

Others seen included Van Cleef & Arpels, Sutherland, Lexus and a Jenn-Air fold out effort. The Jenn-Air campaign, titled "The Inside Story," gives testimony from designers Melinda Ritz and Oliver M. Furth about why they like the Obsidian interior refrigerator.



### *Jenn-Air fold out*

Throughout the content pages saw ads for Porsche Cayenne S E-hybrid, Baxter furniture, Rug Company's partnership with Rodarte, Vispring mattresses and artist Jeffrey Koons' limited-edition Split-Rocker vase for Bernardaud.



*Jeffrey Koons' limited-edition Split-Rocker vase for Bernardaud*

On the outside back cover Tiffany & Co. promoted its “Beyond Rare” diamond cocktail rings.

Content in this issue revolved around great designs and gave Architectural Digest’s readers insights into on-trend ideas and tips regarding furniture, fabrics and lighting. Additional feature articles included the “sexiest” yachts in the world and a profile on “the ultimate collector,” Peter Marino, the architect beyond the retail concepts of high-end boutiques such as Fendi and Dior.

#### Fresh start

January issues tend to suffer from advertising slowdowns after the holidays. To counter this, many publications create dual December/January editions.

For example, luxury brands scaled back their advertisements in the January issue of Vanity Fair to account for shopping fatigue.

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 ([see story](#)).

Others have taken the new year as an opportunity to look to the months ahead more optimistically by featuring preview roundups.

For instance, luxury advertisers such as Mercedes-Benz and Ermenegildo Zegna looked to Robb Report's January edition to share their 2015 debuts with the imprint's affluent audience.

Robb Report's 128-paged issue provided readers with a "Private Preview" of 18 debuts from brands that respect the publication's main pillars of automotives, horology and men's apparel. Although the debuts featured are not exclusive or considered private for Robb Report's audience, readers may feel that the magazine is providing insider knowledge to ensure that its readership is in the know ([see story](#)).

The new year is an optimal time to pitch creative ideas for renovations as readers are more likely to be receptive to change.

"Kicking off the new year with ideas and tips dovetails beautifully with the desire for fresh starts," Ms. DeMaso said. "With less outdoor activities to turn to, people are really focused on their indoor environments and open to that kind of inspiration."

Final Take

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

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