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## Vogue drives participation with It Bag vote

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Grace Kelly poses with iconic Hermes Kelly Bag

By KAY SORIN

Vogue magazine's It Bag 2015 contest is encouraging readers to vote on their favorite bag of the season on the publication's mobile-optimized site for an interactive read.

**Sign up now**

**Luxury Daily**

Beginning Jan. 26, the contest includes 10 bags, one of which will be chosen as the official Vogue It Bag of the year. Vogue describes the It Bag as one of the most important accessories that announces to the world that the wearer is fashion-savvy and desirable.

"Vogue has done a great job with this campaign," said Gay Gabrlska, vice president of media at [HipCricket](#), Bellevue, WA. "I imagine if they continue to elevate its visibility more and more consumers will take notice, vote and sign up for the results."

"This type of campaign has the ability to gain a lot of traction across social channels and will almost certainly raise brand awareness for the winning purse," she said. "Will that lead to sales? Hard to say at this point, but the campaign certainly has the ingredients to drive sales."

Ms. Gabrlska is not affiliated with Vogue, but agreed to comment as an industry expert. Condé Nast-owned [Vogue](#) was unable to respond by press deadline.

You're it!

This year's contenders include the Valentino Top Handle bag, the Fendi Micro Peekaboo bag, the Dior Diorama bag, the Chanel flap bag, the Céline curve bag, the Louis Vuitton Besace Ronde bag, the Gucci Bucket bag and others. The winner will be announced in a few weeks time.

Vogue reminds readers that It Bags have been a fashion staple since the nineties, and describes the accessory as the "Holy Grail of the fashionable – and of the luxury industry." Historically, certain bags, such as the Hermès Birkin or Kelly, have gained excessive popularity even before the term It Bag was coined.

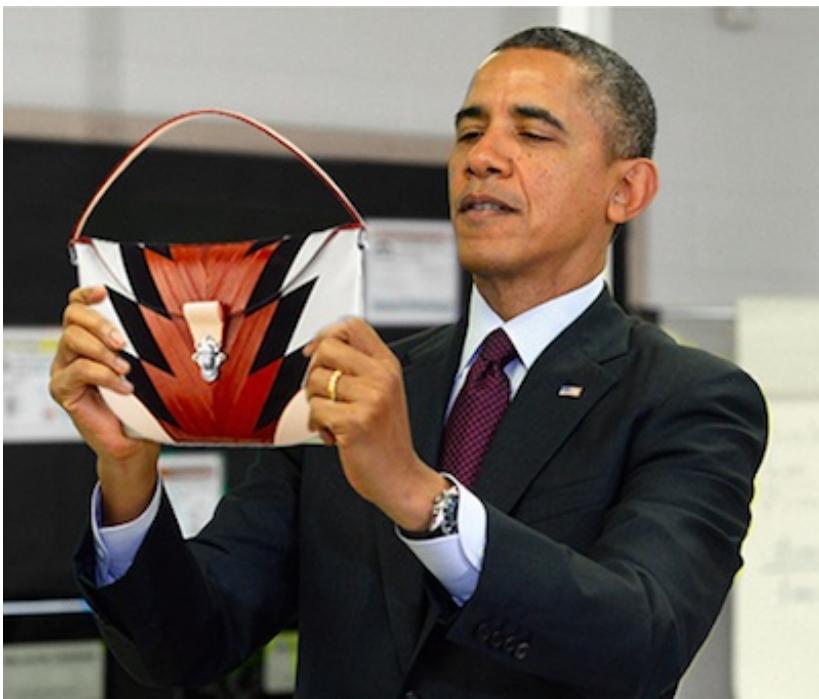


*Countdown until voting begins*

"Vogue is considered the premier fashion magazine, looked to by consumers to provide the hottest trends whether that is clothing, jewelry or other accessories like purses," Ms. Gabrilska said. "This type of campaign will only benefit Vogue as they are inspiring fashion conscious consumers to vote on their favorites, while introducing them to brands and styles they may not be familiar with."

The magazine shared the contest on its mobile site and Facebook page, even including an image of President Obama posing with the Louis Vuitton Besace Ronde bag. The image is actually doctored and part of artist Kalen Hollomon's photographic reimagining project.

While the president did not actually pose with the bag, perhaps his unofficial endorsement will influence voting – he is certainly an unusual representative for a fashion brand.



*Artistic imagining of President Obama with Louis Vuitton bag*

On Vogue.com readers can scroll through the handbag nominees and learn about what makes that style an It Bag contender. After a bag is clicked on, a page showing information about the bag, previous advertising campaigns and celebrity endorsements pops up, giving the reader more information to form an opinion before voting.

For example, the Chanel Flag bag has a tagline on its page saying, "Carry some wisdom into spring: All you need in life is peace, love, understand and Chanel." Posted below are images from the spring/summer 2015 fashion show and the bag being worn by models such as Cara Delevingne.

### The Endorsements



*Vogue provides information on campaigns and endorsements*

### Magazine magic

Vogue Magazine is known around the world as the leading fashion publication. Though it has held this title for many years, the magazine continues to remain popular and has even

increased its advertising.

Condé Nast's British Vogue had a record 1,889 advertising pages in 2014, up 17 pages from the previous year.

September's edition was the largest ever fashion issue, with 460 total pages, 267 of which were advertisement pages. These results in part signify that the luxury industry, particularly fashion, still looks to print advertising to reach consumers ([see story](#)).

Brands love to advertise or be featured in the magazine because of its prestige and popularity with readers. Fashion and jewelry marketers regularly turn to Condé Nast women's magazine Vogue's September issue to run long-form campaigns.

In 2014, Dior, Ralph Lauren and Armani were among the brands that used repetition and multi-page ads to be remembered by consumers as they went shopping for their fall wardrobes. Taking out larger blocks of space may have helped them stand out within the 631 ad pages in the issue ([see story](#)).

The It Bag contest has the potential to be incredibly successful for both Vogue itself and the brands featured. It is a fun and engaging project that readers will enjoy.

"To get readers to participate Vogue needs to spread the word across various channels – whether that is social, online and mobile ads, as well as their website – making it easy to find and participate," Ms. Gabrilska said. "This is exactly the type of voting project that will motivate consumers to vote for their favorites with organic exposure in individual social sharing as well."

"The end result gives the consumer a participatory feeling that makes them feel respected and in return respect Vogue."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/eI1VbjlKrrY](http://www.youtube.com/embed/eI1VbjlKrrY)

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