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## Vogue fetes new beginnings with latest fashion campaigns in February edition

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*Vogue February 2015 cover*

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By JEN KING

Michael Kors, Donna Karan and Oscar de la Renta were among the advertisers to lend their wares to advertorial celebrating the rebirth of downtown New York in the February issue of Vogue.

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**Luxury Daily**

Condé Nast, the publisher of Vogue, recently moved in to new offices within One World Trade and the location is set to become a fashion destination with high-end boutiques slated to open in coming years. Like the new boutiques sure to be sought after among consumers, advertisers looked to Vogue to show off their newest campaigns and collections.

“In luxury magazines, like Vogue, there is an expectation of the advertising content,” said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

“Readers look to the ads not so much for information, but for inspiration,” she said. “That makes it critical to keep the work fresh and changing – if the same work is served up time after time, the brand risks feeling irrelevant.

“However, it is really important that there is continuity of the core brand platform so the

consumer understands what the brand stands for.”

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

**Vogue** did not respond by press deadline. The publication has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

### **New York, new looks**

Louis Vuitton opened the February issue of Vogue with its latest campaign, “Series 2.” The tri-fold inside front cover effort features three different images that coincide with the brand's creative director's advertising vision.

Following Nicolas Ghesquière’s inaugural advertisements, titled “Series 1,” comes Series 2 that builds off the original campaigns notion of “staging a confrontation of three photographer’s vocabularies.” For Series 2, which highlights apparel and accessories for Louis Vuitton’s spring/summer 2015 collection, the brand welcomed back photographers Annie Leibovitz, Juergen Teller and Bruce Weber ([see story](#)).



*Series 2 by Louis Vuitton, inside front cover of Vogue*

The front of the 216-page issue included new campaigns from brands such as Chanel with Gisele Bundchen, Giorgio Armani beauty, a two-page spread from Prada, Gucci, Burberry, Dolce & Gabbana, Saint Laurent Paris, Fendi, a two-page spread by Prada-owned Miu Miu and Michael Kors.



### *Prada campaign with model Gemma Ward*

Also seen were advertisements that repeated by Versace, featuring singer Madonna and Valentino opposite a section of the table of contents.



### *Valentino opposite the table of contents*

“Advertisers will often amass ads in back-to-back pages in order to increase the probability of capturing a reader’s attention,” Ms. DeMaso said. “It allows the brand to give a broader brand story vs. a simple product snapshot.

“The ultimate hope is that the reader will actually back up to review the previous pages to discover how the story unfolds in its entirety,” she said.

With the approach of Valentine’s Day, jewelers Tiffany & Co. and Van Cleef & Arpels, as well as Italian lingerie brand La Perla, were seen in the front of the book.

In addition, entry-level products such as fragrances were promoted in the February issue of Vogue.

Giorgio Armani, Bottega Veneta, Balenciaga and Chanel all showed off fragrances. Of those who did, only Giorgio Armani and Chanel included a fragrance strip for readers to experience.



*Chanel's fragrance sample for Chance*

The issue also included efforts by La Mer, Chloé, Longchamp, a second Dolce & Gabbana effort, part of a continuation of its front of the book ad, closing out the table of contents as well as Balmain, Cartier and Mercedes-Benz.



*Dolce & Gabbana opposite the table of contents*

Vogue concluded with a back of the book effort by Dior for its women's apparel and accessories.



*Dior's outside back cover of Vogue*

Content in the issue included features on actress Dakota Johnson and her role in "Fifty Shades of Grey," a collection of spring dresses, a piece on the best eyeliners on the

market and the aforementioned advertorial using One World Trade Center as a backdrop.

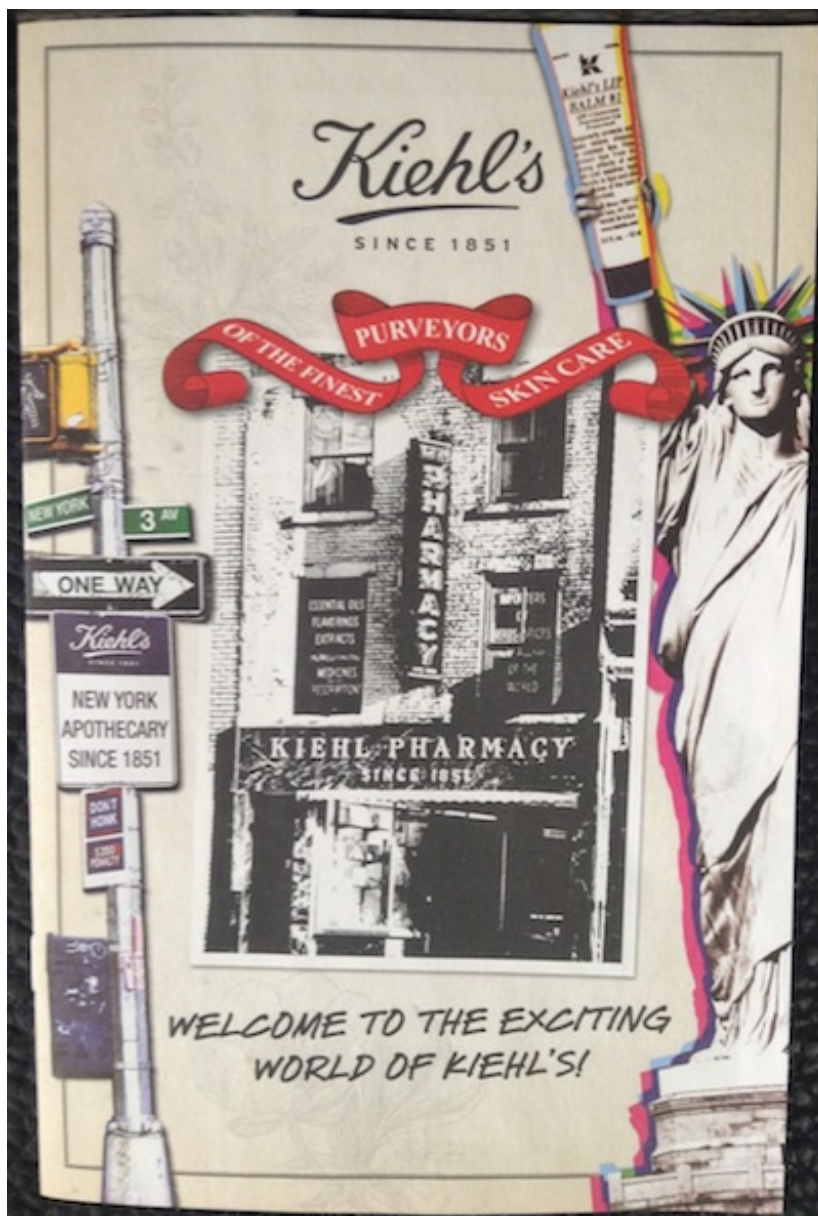
Condé Nast is not the only brand new to the neighborhood. The Westfield World Trade Center will include, among other mass brands, boutiques from Michael Kors, Hugo Boss, John Varvatos, Turnbull & Asser, Saks Fifth Avenue, Hermès, Burberry, Ferragamo, Ermenegildo Zegna, Montblanc and Breitling, according to [Women's Wear Daily](#).

### Added bonus

For subscribers to Vogue, the mailed issue included a small magalog from skincare brand Kiehl's, who will also operate a storefront at Westfield World Trade Center. The colorful newsprint pull-out includes a brief brand history as well as overviews of its most popular products.

The final page tells the reader of Kiehl's involvement in more than 100 communities where it has storefronts. A collage shows Kiehl's employees giving back in a variety of ways.

On the outside back cover, Kiehl's included a sample of its Super Multi-Corrective cream for readers to enjoy, now that they've learned about the brand's backstory.



## *Kiehl's pull-out and sample in February's Vogue*

A sensory experience can elevate a read. For example, brands such as Chanel and Donna Karan looked to Vanity Fair's December issue to propel interest in their fragrance ranges using traditional and sensory tactics.

As the holidays neared, many affluent readers of Condé Nast's Vanity Fair were likely pressed for time and did not have the opportunity to leisurely shop as their social calendar fills with end of the year celebrations. By including sensory campaigns such as scent strips to market popular fragrances, advertisers may have seen an uptick in sales in the month of December ([see story](#)).

"Any time an advertiser can provide an 'extra' to the reader, it is an opportunity to take center stage among competitors in the book," Ms. DeMaso said.

"Sampling remains one of the strongest sales tactics in the beauty category," she said. "Kiehl's effort in this month's Vogue is a great way to stand out and get product into consumer's hands."

## **Final Take**

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

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