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Céline, Versace point to mature readers of Vanity Fair's February edition

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Vanity Fair's February 2015 cover

By JEN KING

Céline, Estée Lauder and Versace were among the advertisers targeting an older reader sect in the February issue of Condé Nast-owned Vanity Fair.

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Actress Rosamund Pike was the face of the February cover with the magazine describing her as 2015's "It Girl" given her roles as a Bond Girl and the lead in "Gone Girl," for which she is nominated for an Oscar. Vanity Fair often connects to Hollywood and the magazine's advertising partners are frequently spotted on the red carpet during awards shows giving added exposure to the celebrities and brands' fashions.

"During awards season, it is important that marketers leverage existing celebrity endorsements, especially those that involve an nominee," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta..

"Likewise, those marketers who have or will partner with the newest rising star can get an even greater competitive advantage."

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

[Vanity Fair](#), which did not respond by press deadline, has a total circulation of 1,193,267.



Céline's campaign with Joan Didion

Also included in the front of the book was Estée Lauder's La Mer.

Opposite the table of contents, Louis Vuitton featured its ongoing handbag series with actress Michelle Williams. After the complete content listing, Armani featured its third ad in Vanity Fair with a fragrance strip for its fragrance, Si.

On the sheet facing the Editor's Letter, jeweler Tiffany included a single page ad followed by a full spread for its Tiffany T collection.

Elsewhere in the issue Versace placed its latest campaign starring Madonna. This also connects with the trend of using mature and established ambassadors for campaigns such as with the efforts placed by Estée Lauder, Armani and Céline.



Versace's ad with Madonna

Content covered in the February issue included a behind-the-scenes look at the filming of “Fifty Shades of Grey,” a special investigation on the ebola outbreaks in Dallas and another article on New York’s “big-money museum war.” The cover story was an interview profile with Ms. Pike.

Ageless appeal

Aspirational and millennial consumers are always part of marketers’ discussions. But, it is important for brands to not alienate their existing established consumer base that have become loyal as they matured.

By selecting ambassadors that represent more than just the younger generation of consumers, brands will maintain current relationships as well. This tactic has been used often by retailers as of late.

For example, department store chain Barneys New York is celebrating iconic women in fashion with its new spring 2015 advertising campaign that features some of the most famous supermodels of all time.

The campaign, titled “Better Than Ever,” depicts a fantastical ladies getaway in Miami,

with the women frolicking in the company of young men who attend to their every need. Bruce Weber, the photographer behind the shoot, has been responsible for many of Barneys' most recent campaigns ([see story](#)).

Also, British department store Selfridges weaved a different tale this January with a spin on its usual "Bright Young Things" campaign by removing the age limit and welcoming talents of an older generation.

Bright Old Things celebrates a new age range of designers, those who might not be typically considered as up-and-coming. The participating artists reach ages in their mid-eighties and represent those with mid-to-late-life career changes as well as the more mature consumer of the department store looking for age-relevant campaigns and collections ([see story](#)).

Fashion is ageless and awards shows allows this notion to shine through as actors and actresses as they walk the red carpet, no matter their age.

During this time, Ms. Albert noted that "A brand, product or service will be linked it this new 'it' factor and might be perceived as 'cool' by association.

"Though this strategy may been seen to only reach a younger audience, it can positively impact a mature reader if correctly positioned with an established brand," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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