

ADVERTISING

## Apple Watch aims for fashion recognition with Vogue ad placement

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*Apple's Apple Watch Edition*

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By JEN KING

Technology manufacturer Apple has unveiled the first advertising effort for its Apple Watch in Vogue magazine's March edition.

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**Luxury Daily**

Within the 12-page spread in the Condé Nast-owned publication, Apple positioned its Apple Watch similar to the way in which a jeweler or watchmaker would show off its latest pieces. Placing an advertisement in Vogue, rather than a tech-focused imprint, may help Apple's latest product gain recognition among skeptics while showing it is able to compete with traditional watches.

"Apple designs are very much loved by the fashion industry," said Rony Zeidan, president and creative director of RO NY, New York. "If there is a design reference, Apple is often mentioned.

"The Apple watch straddles beautifully the line of technology and fashion, and Apple seems to be claiming the territory before other brands attempt to do so," he said.

"Hitting the right consumer with a 12 place ad in Vogue is not the subject of discussion here. Vogue is the authority in fashion in the United States, if you're in Vogue in a big way,

you mean big business."

Mr. Zeidan is not affiliated with Apple, but agreed to comment as an industry expert.

Apple did not respond by press deadline.

Pages full of apple

Apple's first placement of its Apple Watch appeared on the cover of Vogue China's November issue. The new timepiece is featured on model Liu Wen's wrist on the cover of the issue. Apple Watch's presence on Vogue China will continue to place Vogue as a top publication for innovative fashion.

On the cover, Ms. Wen wears 38mm Apple Watch Edition in 18-carat yellow gold with a bright red buckle ([see story](#)).



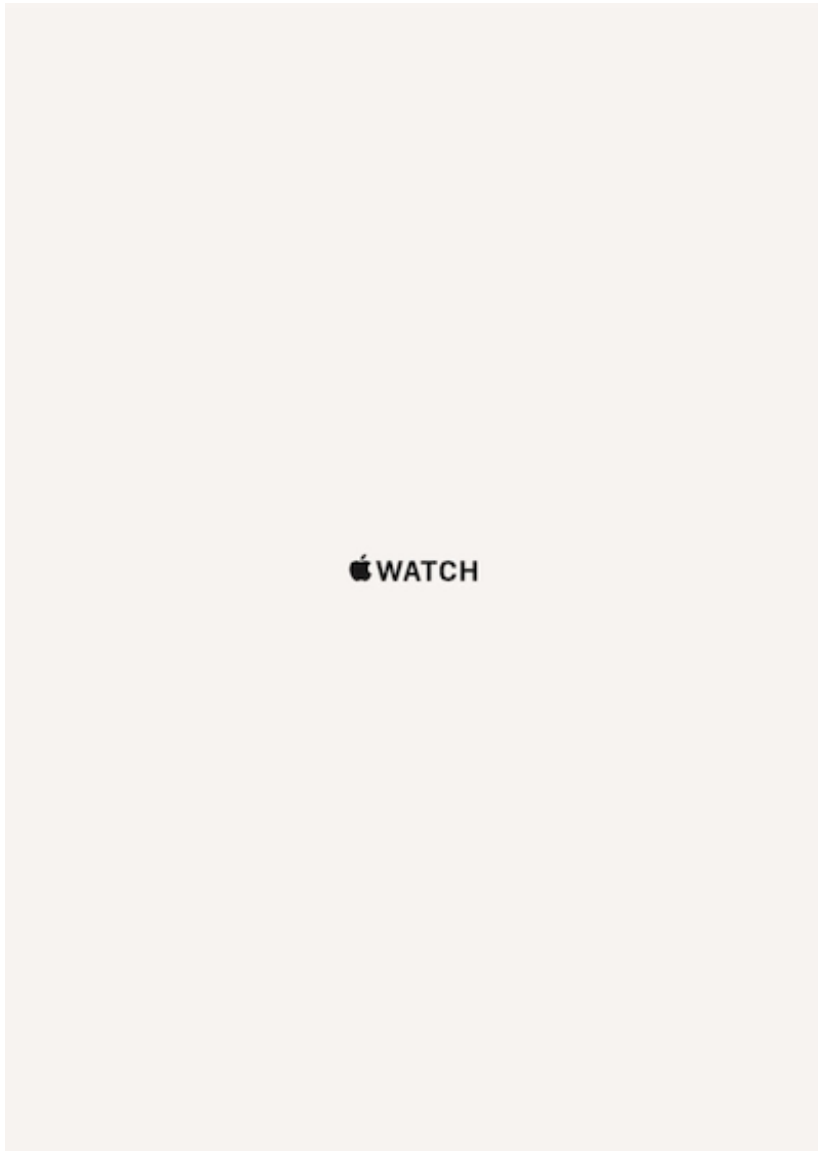
*Vogue China's November cover with Apple Watch*

For its first United States-facing advertising effort for the Apple Watch, Apple worked with Vogue again to promote the variations its product will be available in.

Apple placed its 12-page effort, printed on thicker semi-gloss paper stock than its surrounding ads, at the centerfold of Vogue's March issue. Given the size of the imprint's issue, totaling 604 pages, Apple's ad was placed opposite the conclusion of the Letter of the Editor found on the 287th page of the publication.

Despite its notoriety, Apple's placement will likely cause readers to take pause and flip through the extended effort.

On the opening page Apple's name does not appear. Instead the brand placed its small apple icon next to the word "watch." The sparseness of this approach matches Apple's marketing aesthetic of letting its products speak for themselves, rather than surrounding them with distractions and other imagery.



### *Apple Watch ad in March's Vogue*

The following five spreads show different models of the Apple Watch as a lead-up to the product's market debut in April. On the one panel the watch is shown in full view with the other showing a close-up of the Apple Watch's strap, clasp or hardware.

Versions shown include the 42mm stainless steel case with Milanese loop, the 38mm silver aluminum case with green sport band, the 42mm space black stainless steel case with space black link bracelet, the 42mm stainless steel case with bright blue leather loop and the variation that may cause the most upheaval in the luxury watch sector, the "Edition" a 38mm 18-karat rose gold case smartwatch with rose gray modern buckle.

The last page also shows the Edition in 18-karat rose gold with a white sport band. On the

screen, the consumer can see the placement of applications such as mail, camera and maps on the Apple Watch's face.

Elsewhere in the ad Apple showed the plain digital watch function on the rose gold version as well as its fitness capabilities on the green sport band.



*Apple Watch Edition's ad page in Vogue*

No text accompanies the advertisements. Instead, Apple allows the reader to examine the details of the piece much as they would if looking at a piece of fine jewelry by Cartier or Harry Winston, for example.

According to [AdWeek](#), the rate-card value of Apple's ad placement is more than \$2.2 million.

By placing its effort in Vogue Apple is able to position its Apple Watch as a high-end fashion accessory rather than as the latest, buzzed about gadget.

Other brands such as apparel label Opening Ceremony's collaboration with software making Intel and retailer Barneys ([see story](#)), as well as precision-cut crystal brand Swarovski ([see story](#)), have taken a similar approach by melding fashionable aesthetics with technology to attract tech-savvy fashion lovers.

The move toward luxury

In November of 2013, L2's founder predicted that technology giant Apple would be venturing into luxury categories in the near future to capitalize on enormous profit margins and its pristine brand image.

During the "7: The Forces Shaping Prestige in 2014" session, L2 Think Tank boss Scott Galloway pointed out that Apple's acquisition of CEOs from Burberry and Saint Laurent indicates that the brand is forcefully moving toward the luxury sector ([see story](#)).

The brand's coveted iPhones and iOS operating system have become signifiers of wealth ([see story](#)), so it makes sense for Apple to continue to branch out into additional luxury categories while demand for its products are high.

When many consumers think of luxury high-jewelry often comes to mind and with the industry buzzing with mention of competition, align with the sector may be a strategy that yields result for Apple.

"Their target seems to be women much more than men," Mr. Zeidan said. "The focus in these ads is the detail in design, the shape the minimalism, and the mystery. Codes usually found in fine jewelry ads.

"Apple knows how to do technology, so there is no need to focus on that in the ads, so what they are doing with this attempt is focusing on the high level design put into these watches," he said.

Final Take

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

Embedded Video: <https://www.youtube.com/embed/6qFizjmQTak>

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