

PRINT

Dior, Ralph Lauren appeal to sentiment in DuJour's spring edition

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DuJour's spring 2015 cover

By JEN KING

Dior, Ralph Lauren and Chloé were among the advertisers promoting new collections in the advertising pages of DuJour's spring edition, resulting in a 15 percent increase from the year-ago.

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With an advertisement mix of accessible and ultra-high-end, DuJour's advertising partners play to the quarterly publication's coverage of affluent lifestyle topics including fashion, design, culture and travel. The marriage between ad space and content creates a cohesive read for the audience while also scripting the publication's narrative.

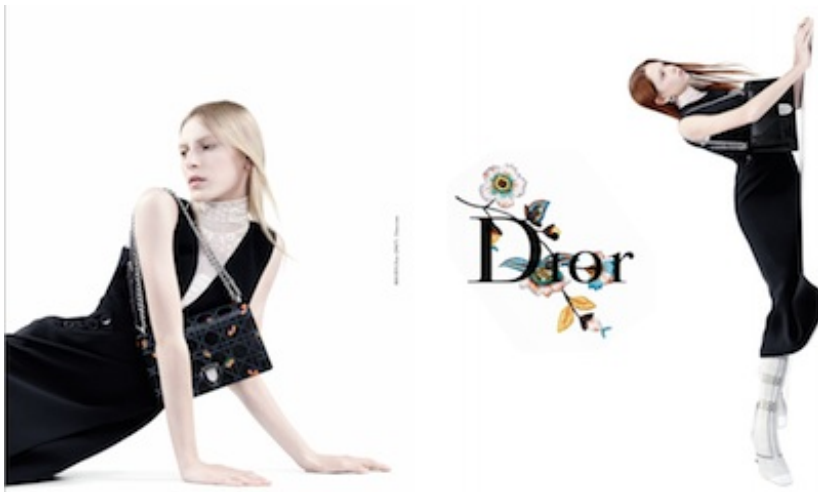
"Brands rely on DuJour for strategic access to the most affluent audience in a luxury environment," said Marc Berger, executive vice president of global advertising for DuJour, New York. "DuJour targets a highly qualified consumer and engages them across platforms providing valuable repeat exposure.

"Luxury advertisers appreciate the no waste approach and have confidence that their brand and products will always be surrounded by synergistic content that resonates with their target audience," he said.

“The rich and diverse content mix addresses every passion point of the luxury consumer. From Style news (Spring’s most coveted shoes & bags, page 158), Travel advice (your Tokyo bucket list, page 80) and Health/Beauty secrets (youth-enhancing fixes, page 104) to Politics (a mayor’s moment, page 118), Culture (our next great movie hero, page 164) and local market news (Cities, page 194), every issue is a beautiful showcase of the best of the best.”

Spring’s most wanted

DuJour’s spring edition opened with an inside front cover effort by Dior where the French house showed off its handbags and apparel.



Dior inside front cover ad in DuJour

This was followed by a Ralph Lauren Collection campaign which introduced the latest Ricky handbag, a drawstring edition. Also in the first few ads was French apparel and accessories brand Chloé.

“The spring issue boasts 85 ad pages, a 15 percent increase compared to the same issue last year,” Mr. Berger said. “New advertisers include Chloé, Hickey Freeman, Etro, Porsche Design and Mandarin Oriental.”



Chloé campaign

DuJour’s spring 2015 front of the book saw campaigns by high-end advertisers such as jeweler David Yurman, fashion house Brunello Cucinelli, automaker Lexus, department

store Bloomingdale's as well as jewelry by Roberto Coin.

Opposite the table of contents, Tiffany & Co. looked to promote its Tiffany T collection with a simple ad that showed three bangles in bronze, silver and gold stacked on top of a blue Tiffany box.

The remainder of the content listing was framed by international jeweler Wempe and also Italian fashion label Etro.



Tiffany ad placed opposite the table of contents

LVMH-owned Champagne maker Dom Perignon placed its Second Plénitude opposite Jason Binn's Letter from the CEO. The Champagne brand's promoted bottle is aged for 16 years creating an "intense, vibrant and precise" energy at its peak.

With the well efforts from brands such as Bulgari, NetJets, Jimmy Choo and Versace's ongoing campaign with Madonna were seen.

Given the amount of apparel and handbag efforts found throughout the spring issue of DuJour, Italy's Fendi aimed to stand out by promoting its timepieces within the Style section of the magazine. Due to its color scheme and whimsical nature the Fendi My Way watch was likely to cause readers the take pause.



Fendi timepiece ad

Additional efforts included in DuJour were placed by footwear label Stuart Weitzman, jeweler David Webb, watchmaker IWC, fashion brand Porsche Design and leather goods house Furla. Others included accessories and watchmaker Montblanc, private aviator Wheels Up, real estate brokerage firm Douglas Elliman and retailer The Crystal Shops at Las Vegas.

The travel sector was represented by the aforementioned aviators as well as Mandarin Oriental's property also in Las Vegas.

DuJour's spring edition was rounded out by an outside back cover ad by Hermès.



Hermès on the outside back cover of DuJour

Content in the 224 page edition of DuJour included an interview with actress Jane Fonda, who is on the issue's cover, a travel story on Guatemala, an article on the reinvention of the American socialite and a piece on how the dog park may be the new golf course in terms of networking potential. The issue also included an advertorial of spring's most wanted bags and shoes.

"Our readers are a smart, well-traveled bunch with a sharp sense of style and the content in the spring issue is reflective of that," Nicole Vecchiarelli, editor in chief of DuJour, New York. "From the in depth interview with cover star Jane Fonda, to the beautiful photographs that accompany our luxury travel story on Guatemala to the season's jewelry, watches and fashion highlights. And there's a guide to ditching your pre-nup, too, just in case that's needed."

Spring flings

The springtime issues of lifestyle publications often focus in on changing wardrobes by highlighting the season's latest trends and emerging styles.

For example, Chanel, Louis Vuitton and Christian Dior were among the leading houses showing off their spring fashions in W magazine's advertorial of the season's "greatest hits."

Within the 402-paged March edition of W magazine, advertising partners relied on their most current collections to get readers ready for the change of season and the warmer

weather ahead. Many of the brands such as Gucci, Prada and Versace relied on repetition to elevate their campaigns in the minds of readers as they switch out their wardrobe to account for the latest trends and styles ([see story](#)).

Also, Fendi and Dior were among the fashion houses promoting the season's "game changers" in the March issue of Condé Nast-owned Tatler.

Many of the brand seen in Tatler's front of the book for March used repetition to show off their latest collections, as readers begin to swap out fall and winter fashions for spring and summer styles. Since March editions of fashion and lifestyle publications often focus on fashion, it was a prime opportunity for Tatler's advertising partners to use this marketing method to stand out ([see story](#)).

As the seasons change, DuJour is looking to the future with special content curated to engage the sentiment of its affluent readership.

"DuJour will continue to engage readers and advertisers alike with award-winning content, press-worthy cover stars and innovative programs, including the introduction of Game Changers – a special issue that celebrates the forward thinkers, innovators and brand stewards that will change the future landscape of art, fashion, design, culture, film and entertainment," Mr. Berger said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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