

PRINT

Cartier, Rolex explore global style in Architectural Digest's May edition

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Architectural Digest's May 2015 cover

By JEN KING

Cartier, Rolex & Harry Winston were among the brands to showcase their “inspiring style” from around the world in the May issue of Architectural Digest.

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Representing France, the United Kingdom and United States, the aforementioned advertisers, and others, in the May issue aimed to back up Architectural Digest's theme of inspiring design styles from different locales. Given affluent's penchant for travel, and the trend for authentic experiences while abroad, a shelter publication that examines the interiors of destinations and style trends around the world will likely be of interest for Architectural Digest's audience.

“The May 2015 issue of Architectural Digest is up about 45 percent in advertising pages,” said Giulio Capua, publisher and chief revenue officer of Architectural Digest, New York.

Condé Nast-owned [Architectural Digest](#) has a total circulation of 819,155. The median household income of its readers is \$93,852.

Inspiration on every page

The 200-page May edition of Architectural Digest opened with an effort from French jeweler Cartier. In the front page effort the brand displayed a diamond necklace from its Royal Haute Joaillerie collection.

Rolex followed with a timepiece campaign and interiors brand Roche Bobois showed off living room pieces with cushions designed by Christian Lacroix.



Roche Bobois effort

The front of the book's ad space continued with a watch effort by Harry Winston.

Opposite May's table of contents French fashion house Chanel advertised its fine jewelry collection. The section was divided by a Maxalto furnishings ad and was completed by a Bulgari Serpenti collection effort.

Continuing the magazine's design and interior focus was Clive Christian. The brand promoted both its kitchens and libraries to demonstrate its various offerings to affluent readers of Architectural Digest.

Elsewhere, Bernhardt, Fendi Casa and Janus et Cie shared its furnishings with readers.

Giorgio Armani looked to express different facets of its brands by including a fragrance scent strip for its Si women's perfume as well as a Armani/Casa promotion.



Armani's Si fragrance scent strip and ad

Online auction Web site eBay took out a single page spread to promote its live auction capabilities that streamlines the bidding blocks of auctioneers such as Doyle New York, Freeman's, Garth's, Heritage Auctions and Swann Auction Galleries.



eBay Live Auctions ad

Jewelry was featured frequently in the issue with watchmaker Blancpain, a look book presented by Neiman Marcus with pieces from Van Cleef & Arpels, Chopard and Bulgari.



Roberto Coin and Van Cleef & Arpels in Neiman Marcus' jewelry look book

Elsewhere in the issue were efforts placed by The Rug Company, Porsche, Stark carpet, Corcoran real estate and property listings from brokerage firms Sotheby's and Douglas Elliman.

The issue was concluded by an edit from Louis Vuitton’s “Spirit of Travel” campaign.



Louis Vuitton on the outside back cover of Architectural Digest

Content included homes in Ireland, Croatia, Paris, London’s Savile Row, Lisbon, Portugal and Morocco. The issue also delves into Cuba now that United States restrictions have been lifted.

Style advice

Shelter publications display trends and give readers inspiration to refurnish, renovate, or even more to a different styled property altogether. In their role as advertisers, the partnering brands that display their latest campaigns become part of the overall design message as they promote their most current collections.

For instance, Bulgari and Dior were among the advertisers to show off their “cool, confident style” in the February edition of Condé Nast-owned Architectural Digest.

The issue invited readers inside the home of musician John Legend and his wife model Chrissy Teigen to, like the advertisers, give a glimpse into their world of style and high-end design. Tapping a celebrity for a cover story can expand a publication’s reach to include die-hard fans who may not be familiar with the publication, but who continually search for related content, likely generating new subscriptions ([see story](#)).

While Patek Philippe and Bulgari were among the “power players” seen in the

advertisement section of Condé Nast-owned Architectural Digest's March issue.

The issue took readers into the homes of power players such as actors Neil Patrick Harris and David Burtka, director Michael Bay and designer Kara Ross while the advertising promoted home interior brands obtainable by the publication's readers. For shelter publications, providing trusted brands in the ad space furthers the sense of trust readers will have in the imprint's style and trend advice ([see story](#)).

With May's strong advertising, the rest of Architectural Digest's summer issues are expected to align with the publication's success.

"This is our strongest May issue since 2008, which is tremendous," Mr. Capua said. "June and July are also looking strong for us."

Final Take

Jen King, lead reporter for Luxury Daily, New York

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