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## High-end fragrance strips create aromatic guide in Vogue's May edition

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*Vogue's May 2015 cover*

By JEN KING

Advertisers from fashion to fragrance and personal care looked to outfit readers from head to scent in the May issue of Condé Nast's Vogue.

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Brands aimed to capture the attention of Vogue readers with differing budgets through advertisements placed for apparel, accessories such as sunglasses and handbags and a range of perfumes that enhanced the overall reading experience. Showing items at various price points allows for a more inclusive read and may show to aspirational readers that aspects of their favorite brands are obtainable.

"Each sense matters," said Chris Ramey, president of [Affluent Insights](#), Miami. "Scenting is a powerful tool for every brand.

2. "Fragrance opens the door to the time of year when you can open all the windows," he said.

Mr. Ramey is not affiliated with Vogue, but agreed to comment as an industry expert.

[Vogue](#), which did not respond by press deadline, has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

## Sunny ad-ons

The May issue, totaling 256 pages, opened with a gatefold ad for Lancôme's cosmetics with Penelope Cruz as an ambassador.



*Lancôme's inside front cover effort*

Dior followed with a Miss Dior handbag campaign as did Prada with its sunglasses. Estée Lauder continued the personal care seen in the front of the book with an effort for its Advanced Night Repair eye cream.

Prada-owned Miu Miu followed its parent company's lead with an ad for sunglasses, as did Céline.



*Prada campaign for sunglasses*

Also seen in the front of the book were ads for Viktor & Rolf's BonBon fragrance, Saint Laurent Paris apparel, accessories by Valentino and efforts for Marc Jacobs' latest collection, a two-page spread for Tiffany & Co.'s Tiffany T jewelry line and Burberry outerwear.

The ad space continued with model Kate Moss for David Yurman watches, La Perla swimwear for men and women and Chanel timepieces.



*Swimwear by La Perla*

Chanel also placed a full page spread for its Coco Mademoiselle fragrance in between sections of the content lists, which were framed by mass advertisers.

Dior also took this approach with placement for its J'Adore scent, but it was Chanel who closed out the section with a campaign for its sunglasses.

The issue continued in the content well with efforts for Michael Kors jewelry, Dolce & Gabbana eyewear and a tri-fold ad by Louis Vuitton which featured the brand's "Spirit of Travel" campaign.



*Louis Vuitton's Spirit of Travel campaign*

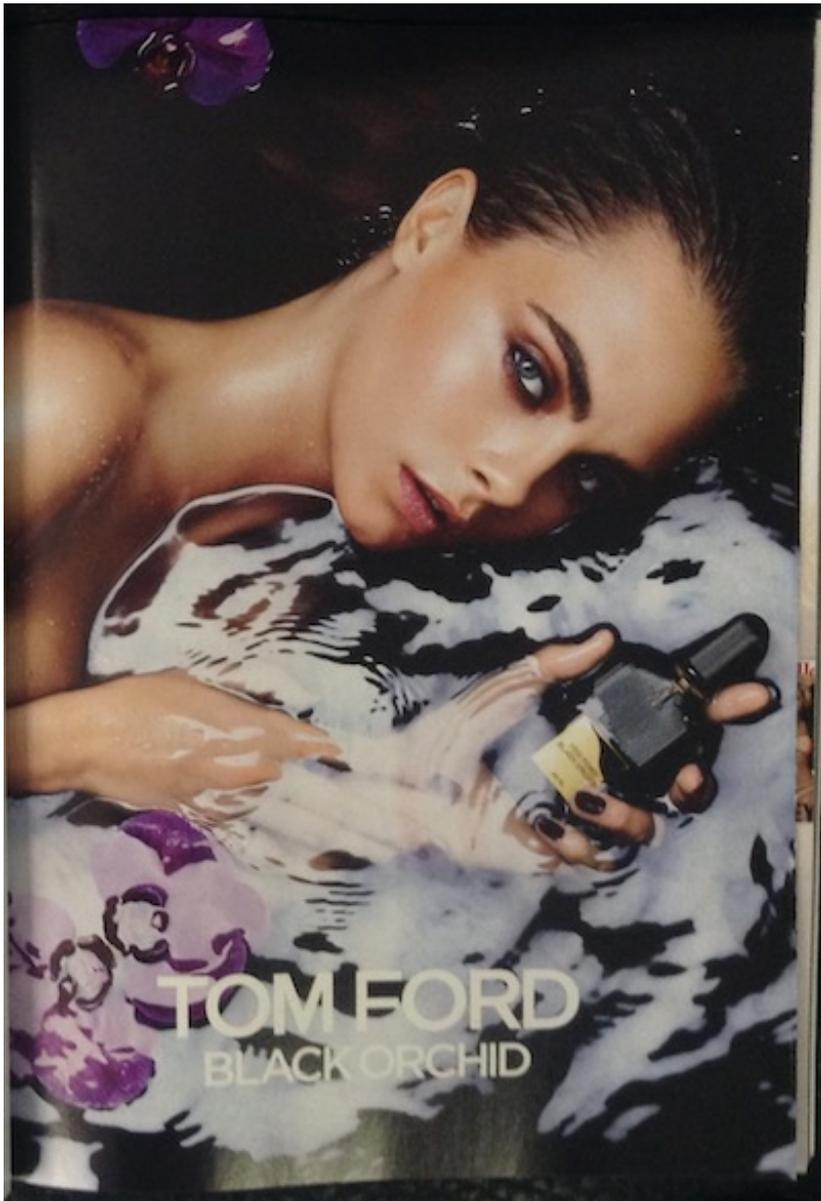
Elsewhere in the issue, Chloé, Chopard, Givenchy, real estate brokerage firm Douglas Elliman and Bulgari were seen. The outside back cover effort featured Ralph Lauren's Ricky Drawstring handbag.

### Scent of spring

Besides eyewear, which was pushed by the aforementioned brands as well as Gucci, Bottega Veneta, Alexander McQueen, Fendi and Jimmy Choo, luxury houses aimed to have their fragrances considered as the scent of spring.

Brands such as Ralph Lauren, Tom Ford, Jo Malone and Oscar de la Renta relied on scent strips to push their fragrances.

If up on fashion news, Tom Ford's fragrance strip and ad was likely to catch readers attention as the brand used an edited version of it campaign with model Cara Delevingne for Black Orchid, which was just under fire for being degrading to women ([see story](#)).



*Tom Ford fragrance strip for Black Orchid*

The aromatic effect scent strip placements create is fitting for spring and is a tactic commonly used by marketers to guide a reader's thoughts as they flip through the pages of a publication.

For instance, 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 pressed for time and did not have the opportunity to leisurely shop as their social calendar filled 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](#)).

Spring issues are also idea for sensory tactics.

"Spring is a reawakening; flowers bloom and grass turns green," Mr. Ramey said. "It's the one season you can smell.

"Scent is the essence of spring," he said.

Final Take

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

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