

PRINT

## W magazine's May edition highlights relationship between art and fashion

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*W magazine's May 2015 cover*

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By KAYSORIN

Advertisements for intricate jewelry and artistically designed handbags from brands such as Buccellati, Balenciaga and Van Cleef & Arpels occupied prominent positions in the May issue of Condé Nast-owned W magazine.

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Advertising partners chose to highlight campaigns that captured the artistic sensibility of the 154-page May issue, which was released in conjunction with W's W:Art supplement. Brands shared some of their most elaborate pieces of jewelry and creative images to keep advertising in line with this month's publication.

"The May Beauty Issue continues the growth trend for W, with 79 pages of advertising, up +5% versus last year," said Lucy Kriz, publisher and chief revenue officer of W. The issue features a second cover from Dior, fourth cover from Giorgio Armani Beauty, and special, scent strip units from Burberry, Chanel, and Viktor & Rolf, as well as new business from beauty advertisers including Nars Cosmetics.

"W Art, the biggest art publication in the world (with a circulation of 125,000) and now in its third edition, accompanies the May issue. It features advertising from Saks Fifth

Avenue, as part of our longstanding partnership, joined by Hermes, Ebay, Restoration Hardware, and Sotheby's."

W magazine has a base-rate circulation of 450,000 and its readers have a median household income of \$153,000 for print and \$81,000 for digital. This reader demographic, on average, spends \$10,000 annually on fashion.

Unique perspective

The May edition of W magazine featured South African actress Charlize Theron on the cover, followed by a four-page spread for the Dior's "Lady Dior" handbag. The bags were silver metallic and embroidered, showing off a more creative and fun side of the classic brand.



*Dior's four-page spread on the inside front cover*

Louis Vuitton's Saffiano Promenade bag was featured next in two full-page spreads that included models wearing patterned, '70s style jumpsuits and skirts, further emphasizing the more creative vibe of the issue.

Lancôme was also featured in the front of the book with an advertisement for its Absoluè Precious Oil starring Julia Roberts. This was followed by a two-page spread for Marc Jacobs apparel and eyewear.



*Rolex featured opposite the table of contents*

Opposite the table of contents Rolex placed an advertisement for its Oyster Perpetual Datejust watch. Chanel promoted its fine jewelry in between sections.

Further on in the magazine, efforts were seen from Dior Nude Air, Balenciaga, Lagos and Chopard. In the travel and hospitality sector, only Rosewood Hotels was present.



*Chanel also took a prominent place at the end of the table of contents*

Three fragrance brands chose to promote their scents with sample strips in the magazine. Dutch fashion house Viktor & Rolf advertised its scent Bonbon, while French fashion house Chanel highlighted its classic Chanel N°5 and British fashion house Burberry presented My Burberry.

On the outside back cover Giorgio Armani used Australian actress Cate Blanchett to highlight the Armani Si fragrance.

"Our partners look for meaningful associations with the worlds of art and culture, and if there is one thing that *W* is known for, it's escaping ordinary and inspiring a cultural conversation, so we saw this demand in art as a moment to capitalize on," Ms. Kriz said. "Beyond the pages of the magazine, the brand and our editors have a presence at all the major art events around the world, which informs our coverage, from Basel to the Venice Biennale to the Frieze art fair in New York recently, during which we celebrated *W Art* with a weeklong series of events.

"Among them, we feted *W Art* at the Edition hotel, and partnered with Burberry and the New Museum on a dinner honoring New Museum Triennial artist Ed Atkins."



*Amani Si fragrance effort on the back cover of the magazine*

All about art

The publication's W:Art supplement was included in the May issue of the title, allowing for increased coverage on the art world itself and its intersection with the world of fashion traditionally covered by W magazine.

For W's June/July 2014 W:Art supplement, department store chain Saks Fifth Avenue was the primary sponsor of the 88-page edition, which focused on the direction of contemporary art, from galleries to music producer and recording artist Pharrell Williams.

By acting as primary sponsor and exclusive retail partner of this issue, Saks was able to more fully immerse itself in the art community and other creative channels, a mission of new president Marigay McKee ([see story](#)).

It is not unusual for W magazine to highlight art throughout the issue that accompanies the supplement. W magazine often takes an artistic approach to its fashion coverage and content.

For example, Louis Vuitton, Christian Dior and Prada were among the luxury advertisers to align with the theme of art and fashion in the December/January issue of W magazine in 2014

The 178-paged issue, accompanied by a 96-paged W:Art supplement, showcased the artists, designers, gallerists and filmmakers who are “turning the tide” in the industry. Fashion houses and high-jewelers often align with the art world to due a shared passion for design aesthetics, a main pillar of many luxury brands ([see story](#)).

This month's issue of W further emphasizes the connection between the magazine and the art world.

"Art is one of *W*'s key editorial pillars and it's also having momentum around the world, from the Basel and Frieze art fairs, to luxury brands investing in art, supporting culture and creating their own exhibitions and foundations (Hermes, Prada, Fondation Louis Vuitton, just to name a few)," Ms. Kriz said. "We're seeing more interest in art than ever, both from consumers and from the luxury world, and *W* is uniquely positioned to capture this convergence of art, culture, fashion and luxury."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

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