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Advertisers celebrate summer, push fall collections in Vogue's June issue

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Vogue's June 2015 cover

By JEN KING

Chanel, Valentino and La Perla were among the luxury brands showing what it means to be “summer cool” in the June edition of Vogue magazine.

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The Condé Nast publication is considered the authority in fashion, so placement in the summer edition will inject brands in the conversation as readers plan seasonally-appropriate outfits as their social calendar fills. Although the fashion calendar may not meld with the true season, being seen ahead helps brands stay top of mind as the weather starts to cool for fall.

"You're invisible if your presence is predictable," said Chris Ramey, president of [Affluent Insights](#), Miami. "A magazine of beautiful objects and models is monotonous.

"The best brands break-out of the banality by creating an aura," he said. "An ad that's remembered creates an aura; anything less is an error.

"A best practice in luxury is to be seen where you're not expected and to create attention in a sea of players. Nothing gets sold if you don't stick out."

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.

Summer style

The 174-paged June issue of *Vogue* began with a two page inside front cover spread from French fashion house Chanel. In the effort, musician Pharrell Williams and models Cara Delevingne and Hudson Kroenig sit on or near a green couch wearing pieces from Chanel's pre-fall 2015 collection shown during the brand's Metiers d'Art runway show Dec. 2.



Chanel's inside front cover

To promote the collection, the trio featured in the ad also starred in a video campaign. The narrative film stars Pharrell, Ms. Delevingne and the young Mr. Kroenig, and was inspired by an Austrian resort holiday that left an impression on brand founder, Gabrielle "Coco" Chanel ([see story](#)).

Continuing the front of the book was Saint Laurent Paris, Valentino, Lancôme and Marc Jacobs. Both Saint Laurent and Marc Jacobs featured sunglasses on their models to align with the season.



Marc Jacobs campaign

The ad space also featured efforts by Viktor & Rolf, Tiffany & Co., with a two page spread for the “Will You?” engagement ring campaign, La Perla swimwear and jewelry by Van Cleef & Arpels.



La Perla swimwear effort

Given the summer months, the ad space was not completely dominated by luxury brands, rather beauty brand Maybelline and Sunglass Hut either framed or separated the content listings.

The only luxury brands represented in this section of the magazine were a Dolce & Gabbana sunglasses spot opposite the opening the of the contents and a Dior beauty effort separating the listing.



Dolce & Gabbana sunglasses effort opposite the table of contents

Advertisers such as Chanel, retailer Luisa via Roma and a two-page handbag spot by Louis Vuitton were seen in the pages directly following the table of contents.

Further into the well, Versace placed its latest ad with singer Madonna who wears multiple

pairs of sunglasses on her head in the image.



Versace's ongoing efforts with Madonna

Also seen were campaigns by jewelry by Piaget and Bulgari, U.S. fashion and accessories label Michael Kors and real estate brokerage firm Douglas Elliman. The issue was concluded by an outside back cover effort by Prada.



Prada on the outside back cover

Content in the issue includes an interview with actress Amanda Seyfried where she is described as being “daring, darling and unscripted.” Other articles take a look at the first collection designed by Oscar de la Renta after the death of its namesake founder ([see story](#)), how to best protect your skin from the terrors of skin cancer and fashion coverage concentrated on summer looks, especially for the beach.

Accessories push

Summer time accessories such as beachwear and sunglasses are popular choices for advertisers for when the months do not necessarily match where the advertising and fashion production lines are.

For example, in last year’s June issue of Vogue, Prada-owned Miu Miu, Valentino and Dolce & Gabbana promoted accessories to emulate the magazine’s “summer style made easy” tagline.

Accessories are seen as a gateway product category that allows all demographics to access luxury goods. Chanel also took this approach but juxtaposed its accessories with an inside front cover effort for its pre-fall collection ([see story](#)).

A seasonal focus on accessories, such as sunglasses during the summer months, may

yield results.

"Sunglasses are a necessity purchase in the summer," Mr. Ramey said. "Promoting an opening price-point product when it's being purchased is good strategy and good sense."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/IbJOI3V7QCg>

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