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## Town & Country illuminates summer style in June/July issue

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*Town & Country's June/July 2015 cover*

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By JEN KING

Cartier and Dolce & Gabbana were among the brands taking part in Town & Country's "ultimate" summer issue for June and July.

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**Luxury Daily**

The advertising space in the Hearst-owned publication was dominated by jewelers showing off various styles of jewelry while those in the fashion industry promoted seasonal accessories such as sunglasses. Town & Country's 166-page issue included summer-themed content and advertorials that helped its readers determine the best looks for the season that meld perfectly into their lifestyles and sentiments.

"The June/July issue is dedicated to the unexpected luxuries of summer, and features some of the most glamorous people and locations across the globe," said Jennifer Levene Bruno, vice president, publisher and chief revenue officer of [Town & Country](#), New York.

"From the high fashion looks of summer to the legacy of some of the most fascinating families of the past to the present, June/July is an essential and transporting experience for those seeking the extraordinary," she said.

"This is our best June/July issue since 2008. We saw solid gains from key categories such as jewelry, home and travel, and welcomed many new brands into the issue who were not with us last June/July including Dolce & Gabbana, who is advertising with Town & Country for the very first time, Omega, Ralph Lauren Watches, Breguet, Shinola, Crystal Cruises and the Lodge at Woodloch."

**Town & Country**, has approximately 695,000 readers with an average household income of \$280,786.

Summertime read

Cartier opened the June/July issue with an effort for its Amulette de Cartier pendants in three different colored stones.



*Cartier's inside front cover ad*

This effort was followed by a Lancôme campaign featuring actress Penelope Cruz. This ad promoted the beauty brand's Miracle Cushion liquid foundation.

Also in the front of the book were efforts by Swiss watchmaker Breguet, an ad placed by Omega with actor George Clooney as well as jewelry promotions by Coomi, Buccellati and Mikimoto.



*Omega campaign with George Clooney*

Before the table of contents, Ralph Lauren promoted its timepiece division with the Ralph

Lauren Stirrup women's watch.

Town & Country's table of contents was framed by a Max Mara ad for its sunglasses featuring actress Amy Adams while the final listing was accompanied by an ad for The Surrey hotel in New York.



*Amy Adams for Max Mara*

The ad space continued with a campaign for Dolce & Gabbana sunglasses, Chopard watches, Graff diamonds and Longines. The latter brand promoted its equestrian ties with an ad featuring actress Kate Winslet to align with the buzz surrounding American Pharoah's win of the Triple Crown.

Elsewhere in the issue brands such as watchmaker Franck Muller, Donghia and Feizy home interiors, Martin Katz and Givenchy Beauty were seen.



*Givenchy Beauty effort*

Throughout the issue jewelry played a main role in the ad space with brands such as Boret, Bulgari, Backes & Strauss, Marina B and Chanel taking pages.

Also see was a multi-page ad for the Frida Kahlo exhibit at the New York Botanical Gardens, in which Carolina Herrera is a brand sponsor (see story). The fashion label also promoted its sunglasses in pages near to the art exhibit.

The issue wrapped with an outside back cover for Patek Philippe ladies watches.



*Patek Philippe ad on the outside back cover*

Content found in the issue included an interview with actress Jennifer Connelly, a jewelry

guide with “23 expensive ways to say ‘I love you’,” and summer features such as cookout tips and a cruise ship guide.

### Celebrity appeal

Many of the advertising efforts seen in the June/July issue of Town & Country included celebrity ambassadors. These include campaigns by Lancôme, Omega, Max Mara and Longines.

In the fashion space, brands have increasingly been picking famous faces over professional models for their advertising campaigns, favoring the well known over the generally unfamiliar.

Most recently, Marc Jacobs unveiled singer Cher as the face of its fall/winter 2015 campaign and Dior selected pop star Rihanna for its Secret Garden effort. While these celebrities may bring more attention to the ads due to their notoriety, what impact do these choices actually have on the brands?

“Celebrity featured advertisements still highlight an essential focus: a relevant endorsement from a trusted source,” said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York ([see story](#)).

As with celebrity endorsements of products or services, the ad space and content found in publications such as Town & Country are trusted sources for information and inspiration for its reader.

"Marketers look to align with Town & Country's highly filtered and curated presentation of rare jewelry, timepieces, fashion and global destinations," Ms. Levene Bruno said. "The June/July issue reveals an uber insider view into an unexposed world.

"[Also,] marketers view T&C as an effective vehicle to reach the ultra-high-net-worth consumer who is devoted to a brand that speaks directly to their desires and needs, and their brand loyalty translates to unmatched purchasing power," she said.

### Final Take

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

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