

PRINT

## W magazine captures jet setter spirit in June/July edition

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*W magazine's June/July 2015 cover*

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By JEN KING

Apple and Chanel were among brands exemplifying the “art of living well” in the June/July issue of W magazine.

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**Luxury Daily**

The June/July split issue was dedicated to the “Jet Sets” and the people and places that personify the art of living well. Luxury goods and products go hand-in-hand with the lives of these individuals, and for much of W magazine’s affluent audience these elements are not aspirational, but a part of everyday life.

"W readers are affluent influencers who crave exclusive escapes and experiences and will travel the globe for them," said Lucy Kriz, publisher and chief revenue officer of W, New York. "They look for insider access and inspiration, and the Jet Sets issue delivers that with a unique take on the people, the places, and the art of living well."

"The issue spotlights a new generation of international It Girls who epitomize jetset cool, charting their journeys and sharing snapshots into their lives," she said. "Our editors are globe-trotters and style setters in their own right, and here you'll find their travel picks and luxurious objects of desire."

**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.

The makings of a jetsetter

Condé Nast-owned W magazine began with a gatefold advertisement for Apple Watch. The effort showed the Edition version, in three different views with an 18-karat rose gold case with a rose gray modern buckle strap.



*Apple Watch Edition promotion*

The 116-page issue continued with a two-page spread by Chanel for its Metiers D'Arts collection. This was followed by a Lancome campaign fronted by actress Kate Winslet.



*Chanel ad*

W magazine's front of the book continued with efforts by Prada, Cartier and Prada-owned Miu Miu. Burberry's Naomi Campbell and Jourdan Dunn effort and Omega's campaign with actor George Clooney were also featured.

Opposite the table of contents, Louis Vuitton included its handbag effort with actress Michelle Williams. This page was followed by a full-page spread continuing the campaign where Ms. William posed with handbags while wearing only boots and a black overcoat.



*Louis Vuitton opposite the table of contents*

The table of contents was also framed by a Harry Winston fine jewelry campaign. Content was separated from the listing by an ad promoting Italian retailer Luisa Via Roma.

Further within the content pages, Chanel showed off its jewelry and Dolce & Gabbana its eyewear.

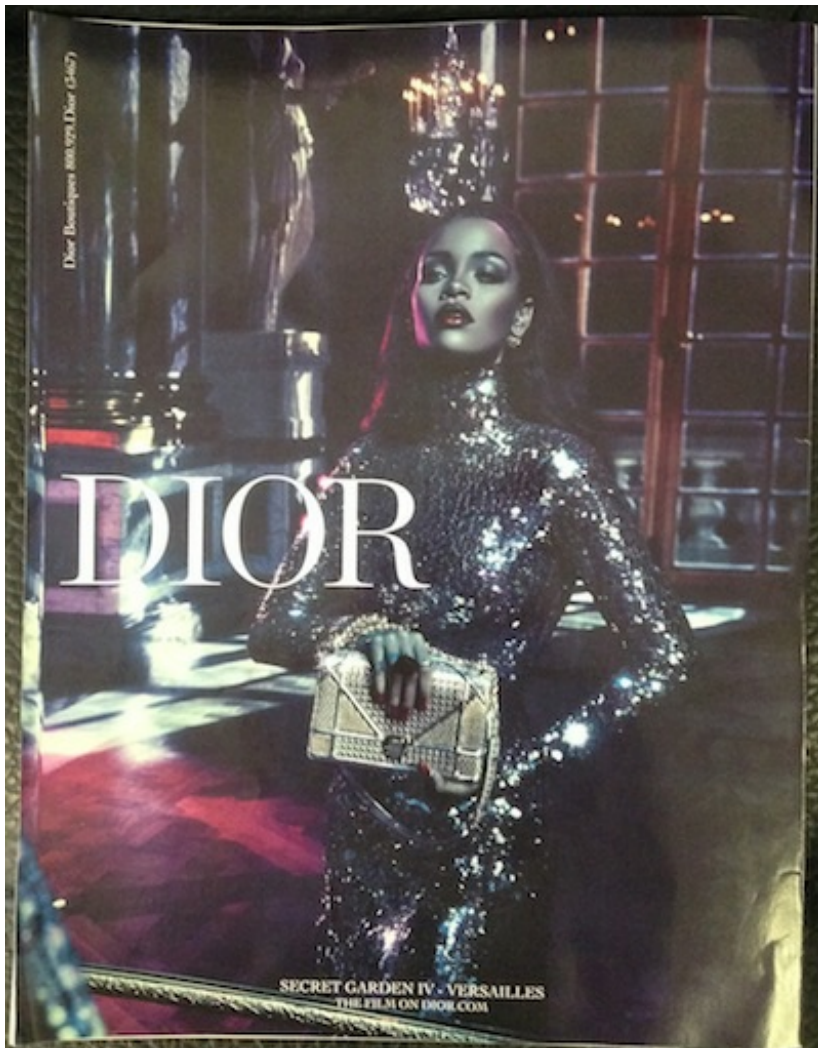


### *Eyewear campaign by Dolce & Gabbana*

Bulgari looked to W magazine to showcase its Diva collection of jewelry, and Valentino promoted handbags.

Also seen in the June/July issue were ad efforts placed by Graff Diamonds, Versace eyewear, Buccellati jewelry and Chopard timepieces.

The issue was concluded by an outside back cover campaign for Dior. The French house placed its “Secret Garden IV - Versailles” campaign starring Rihanna, who has also been on the cover of W magazine ([see story](#)).



### *Dior's outside back cover ad with Rihanna*

Content in the issue included a profile on actress and activist Jane Fonda, who also graced the publication's cover for June/July. Additional content included the aforementioned Jet Sets which featured tastemakers such as socialite and models Jemima Jones, Zita d'Hauteville and fashion designer Cosima Ramirez.

### *Set to jet*

Luxury brands often skew communications toward the idea of the international jetsetting consumer with apparel collections and supporting marketing campaigns.

For example, U.S. fashion label Michael Kors sustained the atmosphere from the Jet Set collection debut for its Shanghai flagship with a 360-degree application that ferried fans

through the celebration.

The brand introduced the store with an exclusive runway show, 3D visuals and various projections. In addition to an encapsulating microsite, Michael Kors is giving fans a sense of the evening's progression and what it would have been like to attend with the MK360 app ([see story](#)).

For W magazine, its advertising space helps capture the sentiment of affluent readers living this type of lifestyle and those who wish to obtain it.

"[W magazine's] June/July issue features a second cover gatefold from Apple Watch, third cover from Cadillac and fourth cover from Dior, which marks the launch of the Secret Garden IV – Versailles," Ms. Kriz said. "New business in this issue includes Apple Watch, Samsung mobile, Graff, Peroni and Versace Eyewear.

"The first half of 2015, including the June/July issue, marks the biggest first half for the magazine since 2008, with 525 pages (up +4 percent vs. last year), and growth in categories including fashion (+11 percent) and retail (+40 percent), while doubling our auto business," she said.

Final Take

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

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