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Vogue offers insights to It girl model in July edition

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Vogue's July 2015 cover

By JEN KING

Dolce & Gabbana and Prada are among the brands getting “candid” with model Cara Delevingne in the July issue of Vogue.

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Ms. Delevingne currently commands fashion’s leading runways and print advertisements working with the likes of Chanel and Burberry and designing her own line at British leather goods house Mulberry. Due to her popularity on and off the runway, Ms. Delevingne’s fan base may be spurred to pick up the July copy of Vogue to learn more about the model's personal life and career.

"Young models appeal to young readers; it's the law of attraction," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Leveraging partnerships with Swarovski, Montblanc, Rebecca Minkoff, Romero Britto and others should bring credibility to Vogue readers," 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.

In demand

The 156 page issue of Condé Nast's Vogue began with a fragrance effort placed by Italy's Dolce & Gabbana. The campaign promoted Dolce & Gabbana's Light Blue scent for men and women.



Dolce & Gabbana fragrance effort

Prada followed with a campaign highlighting its eyewear. In the front of the book, Christian Dior also took out pages to promote its "Secret Garden IV - Versailles" campaign starring pop-star Rihanna.

The first full page spread features its apparel and handbags while the second effort showed off these items in more detail including sunglasses and jewelry.



Secret Garden IV - Versailles by Dior

Also seen in this section of Vogue's advertising space was Lancome, Ralph Lauren eyewear, Marc Jacobs' campaign fronted by singer Cher, Estee Lauder and La Perla.

In this space, Valentino took out two full page spreads to display its apparel, handbags and footwear.



Valentino ad campaign

Opposite the table of contents Gucci shared its latest campaign with Vogue readers. The effort was continued with two full spread edits of the campaign to show additional pieces in the brand's most recent collection.

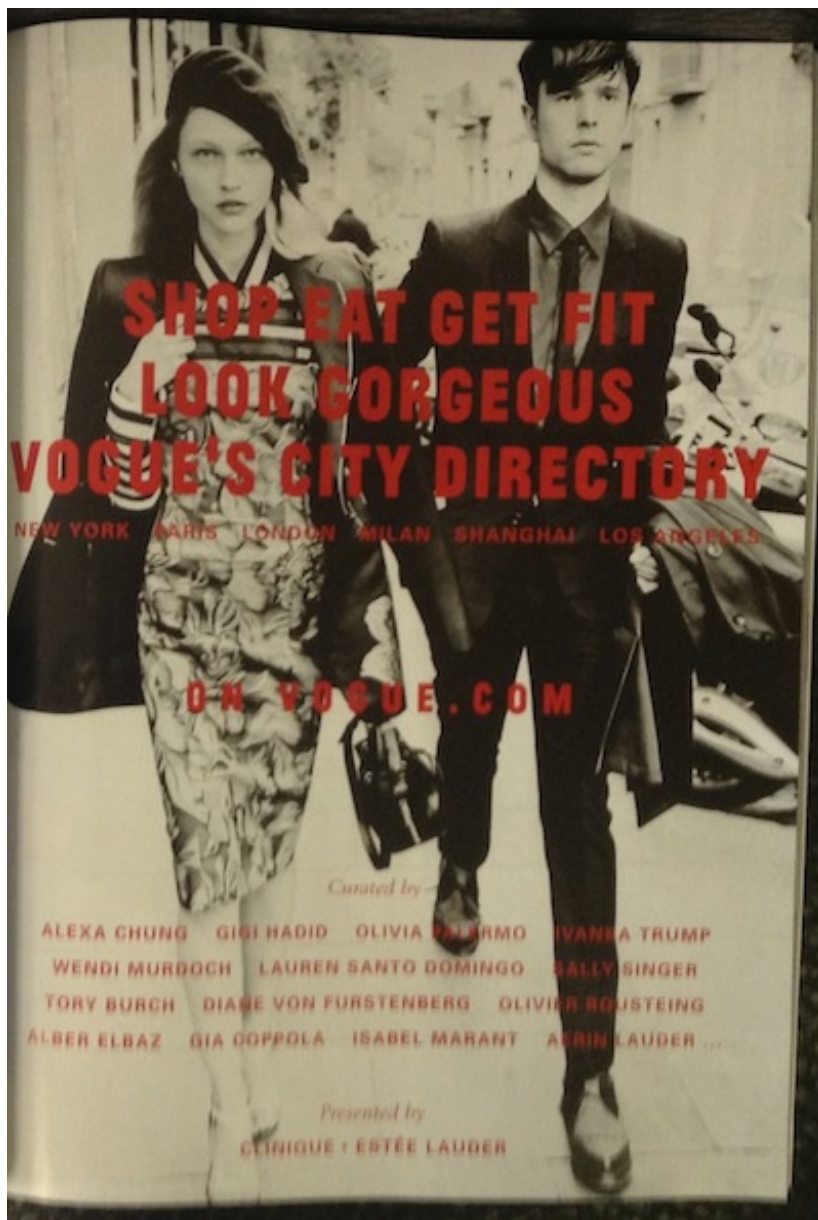


Gucci opposite the table of contents

The contents listing was also framed by Dior's new mascara collection, Diorshow.

Within the content pages ads were seen from Cartier, Donna Karan fragrances, which included a scent strip for the brand's Cashmere Mist perfume, Fairmont's Hamilton Princess & Beach Club in Bermuda and Bulgari.

Vogue also featured an ad for its City Directory content, presented by Estee Lauder. The City Directory guides readers to unique experiences in a host of fashionable cities such as New York, Paris and Shanghai ([see story](#)).



Vogue's City Directory promotion

The July issue of Vogue closed with an outside back cover ad by Louis Vuitton featuring actress Michelle Williams.

Content within the issue revolved around summer fashions ranging from “sparkling dresses to heirloom jewelry.” The issue also included its interview with Ms. Delevingne and a sit down with Alessandra Michele, Gucci’s new creative director ([see story](#)).

Seeking fashion recognition

Also within the advertising space of the July issue of Vogue, electronics maker Samsung included a gatefold effort for its Galaxy S6 smartphone. In the ad’s panels a model dressed in evening wear holds the smartphone close to her body as an extension of her outfit to showcase how the device melds with her lifestyle.



Samsung's gate fold ad placement

Samsung has worked with luxury houses and retailers such as Montblanc ([see story](#)) and Harrods ([see story](#)) to further the positioning of its consumer electronics as fashionable accessories, just as Apple did with its Apple Watch promotions found within Vogue ([see story](#)).

"Breaking the code to 'cool' would be a coup," Mr. Ramey said. "But it's no small feat when your competitor is Apple."

"Fashion is fleeting," he said. "Or, perhaps in this case, a two year contract. Probably not a brand building strategy."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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