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Vogue's August edition goes inside fall fashion pre-September book

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Vogue's August 2015 cover

By JEN KING

Luxury brands such as Ralph Lauren and Prada were among advertisers gearing up for the fall fashion unveilings in the August issue of Conde Nast's Vogue magazine.

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Luxury Daily

The August issue of fashion magazines is often beefier than its summer month predecessors as advertisers prepare for the September edition, notorious for showing off the latest in fall apparel and accessories. Having an advertisement seen in the August issue, prior to the buzz surrounding the September ad space, will leave the fashions seen top of mind among affluent readers as they swap summer clothes for fall attire.

"Actively searching for new ecosystems is essential to succeeding [in advertising]," said Chris Ramey, president of [Affluent Insights](#), Miami.

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.

Chic for fall

The 204-page August edition of Vogue opened with a gatefold ad for Ralph Lauren

Collection. The three panel ad showed the same model in three different fur coats while the exterior facing panel showed a herd of reindeer.



Ralph Lauren on the inside front cover of Vogue

Prada continued the front of the book with two pages of full spreads promoting its latest collection.

Chanel followed with a statuesque ad highlighting the tweed fabrics used commonly in its design and this upcoming fall season.

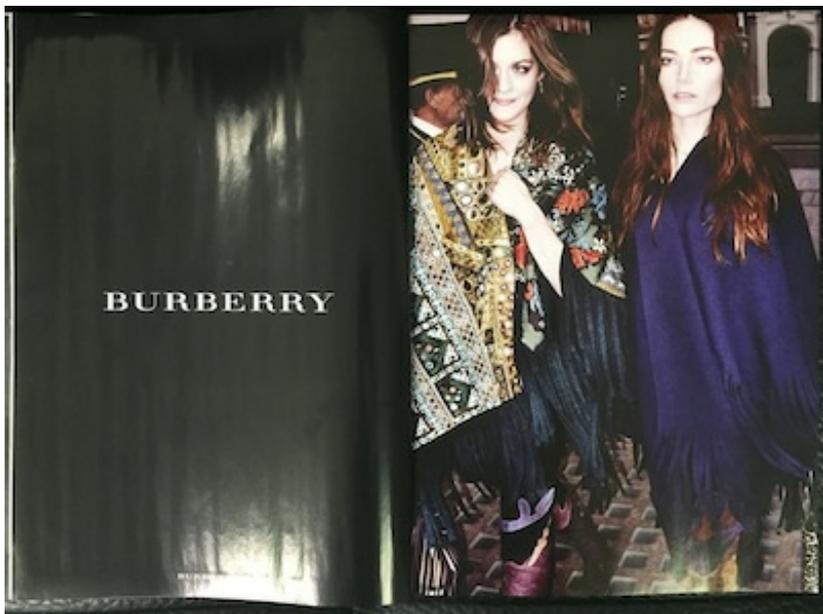


Chanel effort

Dolce & Gabbana, Fendi and Celine followed with their latest campaign efforts, as did Prada-owned Miu Miu. The latter, like its parent company, placed two full page spreads in succession in the August issue of Vogue.

Continuing the front of the book was Armani with a spot promoting its Si fragrance for women.

Rounding out the front of the book were ad efforts placed by Marc Jacobs, Burberry, Bottega Veneta, Saint Laurent Paris, Versace, Michael Kors and La Perla.



Burberry campaign

The only jeweler represented in the front of the book was Tiffany & Co., which used Vogue to continue its promotion of the Tiffany T collection.

Opposite the table of contents, beauty marketer Estee Lauder placed a thick stock ad for its New Dimension shape and fill serum, with actress Eva Mendes as its ambassador.



Estee Lauder's ad next to the table of contents

Set in between pages of content listings is an ad for Armani's latest women's wear collection, New Normal ([see story](#)).



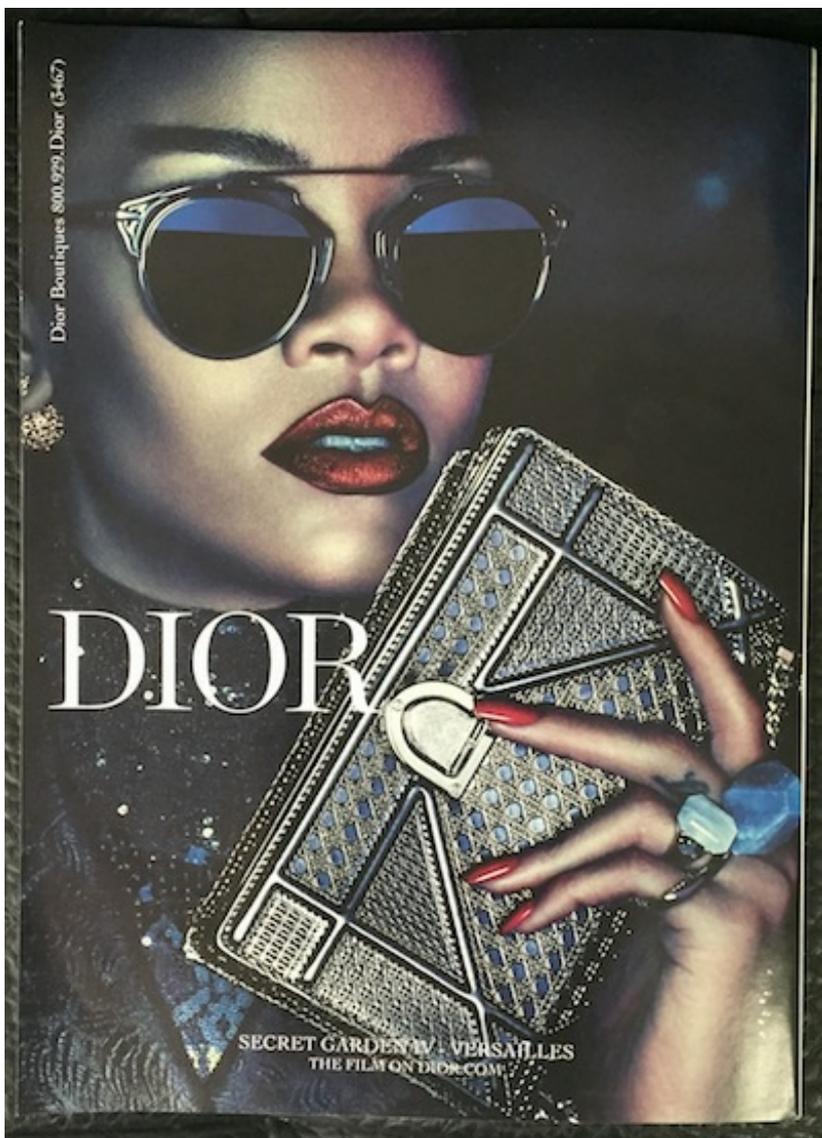
Armani's New Normal collection campaign

Also opposite the table of contents were efforts by Michael Kors fragrances, a licensee of Estee Lauder, and beauty marketer Lancome. The French beauty brand, in a fold out ad, featured three of its ambassadors—actresses—Penelope Cruz, Kate Winslet and Lupita Nyong'o.

Within the content well readers could sample Chanel Chance Eau Vive and Burberry's My Burberry through the placement of fragrance strips.

Also included were efforts by Max Mara, Louis Vuitton's "Series 3" ready-to-wear campaign, Jimmy Choo, Balmain and automaker Lexus.

On the outside back cover was pop star Rihanna for Christian Dior's "Secret Gardens – Versailles IV."



Dior's outside back cover effort

Content in the issue included an interview with actress Nicole Kidman, a look inside life as a secret agent's wife, a piece on how your smile shows your age and a fashion scoop on the "box" bag, among other articles.

Same time, same place

Last year's August issue of Vogue highlighted the cross-generational appeal of the publication with leading luxury fashion brands jockeying for visibility.

Ralph Lauren, Chanel and Gucci were among the luxury fashion marketers to share current collections with the cross-generational readers of Vogue's August issue.

The 222-page "Age" issue profiles women of different ages who are physically fit, embracing online dating and torch signing. Marketers can benefit from being visible in this type of themed issue because it will attract readers from multiple demographics, all of which have an interest in Vogue's fashion coverage ([see story](#)).

For 2015, one of the main draws for readers is the incorporation of the personal style advice from four of Vogue's editors. Each editor selected "wildly different" and "chic" looks for fall.

"Curated features draw-in the reader to make a personal connection," Mr. Ramey said.

"There are fashion brands and there are tastemakers," he said. "Editors are the latter supporting the former; a symbiotic relationship."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/qAx53RFSBIY>

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