

PRINT

## Gucci, Saint Laurent promote fall fashions in Vanity Fair's August edition

August 3, 2015



*Vanity Fair's August 2015 cover*

---

By JEN KING

Gucci and Saint Laurent Paris were among the luxury fashion houses featured in the August issue of Condé Nast's Vanity Fair.

[Sign up now](#)

[Luxury Daily](#)

Unlike many of its sister publications owned by Condé Nast, the August edition was not ripe with fashion coverage, but instead Vanity Fair concentrated on its primary topics of international current events and Hollywood insights. For brands seen in the advertising sections, being the only fashion "coverage" throughout the publication's main features was likely beneficial as the ads were more likely to stand out to readers.

"Luxury never copies," said Chris Ramey, president of [Affluent Insights](#), Miami. "Vanity Fair's point of view on fashion is more attitudinal than promotional."

Mr. Ramey is not affiliated with Vanity Fair, but agreed to comment as an industry expert.

[Vanity Fair](#) did not respond by press deadline. The Condé Nast-owned publication has a total circulation of 1,193,267. Readers of the print edition have a median household income of \$78,753, while its affluent readers have a median household income of \$164,735.

Serious in the summer

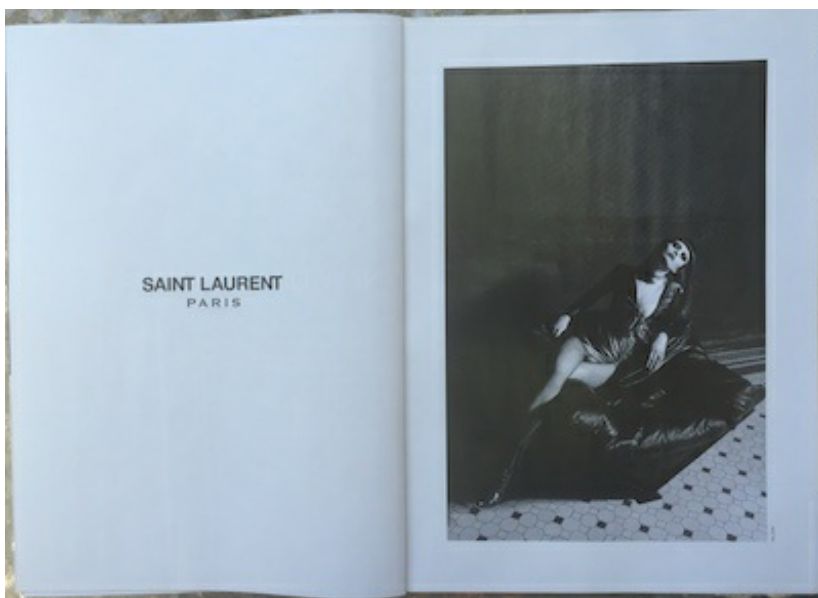
The August issue of Vanity Fair, which totaled 126-pages, began with a gatefold advertisement for Apple's Apple Watch. Within the folds of the ad, Apple promoted its smart watch in a 38mm stainless steel case with a soft pink modern buckle seen from different angles.



*Apple's inside front cover effort*

Vanity Fair's front of the book was continued by two full page spreads by Gucci. The efforts promoted Gucci's latest fashion campaign for fall/winter 2015 including apparel, footwear and handbags.

Also seen in the front of the book was Saint Laurent Paris and Giorgio Armani. Both brands promoted women's fashion in their campaigns.



*Saint Laurent Paris campaign*

Beauty was represented by efforts by Estée Lauder and Lancôme. Estée Lauder took out two full page spreads that were separated by a number of fashion-focused ads.

Estée Lauder promoted its New Dimension shape and fill expert serum with actress Eva Mendes as well as its Pure Color Envy lipstick collection. The lipstick collection features brand ambassador, model and reality starlet Kendall Jenner.



*Kendall Jenner for Estée Lauder*

Additional fashions spreads were placed by Bottega Veneta, Burberry and Moncler.

Opposite the table of contents, Versace showed its greener side with a campaign featuring a bright shade of the color in the form of a fur coat, handbag, thigh high boots and the accents on the models' top and choker necklace.



*Versace ad opposite the table of contents for August*

Instead of being placed opposite the table of contents, a common practice of the brand, Ralph Lauren opted to be seen within the pages. Here, the brand shared an ad for Ralph Lauren Collection where the model sported fur outerwear and bone-like jewelry.

Louis Vuitton selected Vanity Fair to show off its latest ready-to-wear women's campaign, "Series 3."

Versace also reappeared within the content well with a fragrance strip for its scent Eros. The fragrance strip offered samples of Versace Eros, Man Eau Fraiche and Versace Pour Homme.



*Versace Eros fragrance strip*

In the hospitality space, Fairmont-managed Hamilton Princess resort in Bermuda and extended stay hotel Sutton Court in New York were featured.

Vanity Fair's August edition ended with an outside back cover effort placed by Dior. The ad is an edit of pop star Rihanna's "Secret Garden IV – Versailles" campaign.



*Rihanna for Dior on the outside back cover of Vanity Fair*

Content in the issue included an interview with cover man actor Channing Tatum and a special report on the new dangers Jewish citizens face living in Paris as well as features on the United Kingdom's Queen Elizabeth's "love story" with the corgi dogs she has bred over the course of her life.

### Poking at polo

An interest in the sport of polo has increased among American affluents. With many clubs promoting polo events and third party brands joining in on the fun, the sport has become an interest amid affluents who may have been unfamiliar due to its limited exposure in the states.

For example, LVMH-owned Champagne maker Veuve Clicquot outfitted ticket holders for its annual Polo Classic May 30 through a partnership with department store chain Saks Fifth Avenue.

Held at Liberty State Park, NJ, the eighth annual Veuve Clicquot Polo Classic combined the exciting sport of polo with relaxing enjoyment of sipping a flute of Champagne. As with most equestrian sports, the fashions worn on the sideline were part of the atmosphere of the event, as affluents who attended aimed to outdo their counterparts with elaborate hats and outfits ([see story](#)).

This newfound interest in polo has also reached the pages of Vanity Fair. In the August issue the magazine covered the growing trend of players cloning beloved horses so that their “progeny” can continue to compete.

"It's not about cost. The costs of cloning are reasonable considering the investment necessary to raise competitive horses," Mr. Ramey said. "Professional athletes and luxury marketers ask themselves the same question every morning; what does it take to win today?"

"The wealthiest individuals at a Polo match are often those who own or ride the horses," he said. "They play Polo for their own pleasure. What a consumer thinks is of little consequent."

Final Take

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

Embedded Video: <https://www.youtube.com/embed/rGYhMVfD8Jk>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.