

PRINT

Luxury houses vie for fall fashion visibility in Tatler's September edition

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Tatler's September 2015 cover

By JEN KING

Ralph Lauren, Dior and Gucci were among the luxury apparel brands to join Tatler's "fashion bonanza," part of the publication's September issue.

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While fashion is thoroughly covered each and every month, September sees an uptick in apparel advertisement placements from leading brands as they jockey for market share as affluent consumers swap out their summer wardrobes for fall and winter styles. With many publications have similar coverage, it is undoubtedly difficult to stand out on the newsstand, but by curating fashionable know-how through editorial and fashion spreads, a magazine's impact can have a farther reach among its core audience.

"September triggers preparedness for the coming fall and winter," said Chris Ramey, president of [Affluent Insights](#), Miami. "It's the rhythm of life.

"Brands can participate in the redirection of what's important," he said. "Done well; they see conversions.

"Time of the season dictates whether your cover is focused on solidifying current readers or stretching for new readers. The best marketers start selling the September issue in the

August issue."

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

Condé Nast-owned **Tatler**, which was unable to comment on this month's issue, has a total readership of 158,000 adults with a median age of 46 and an average household income of approximately \$179,726.

Perfect pieces

The 224-paged September issue opened with a tri-fold ad placed by U.S. fashion label Ralph Lauren. In its ad, Ralph Lauren showed off shearling-embellished pieces such as outerwear and a backpack made of hide.



Ralph Lauren's inside front cover ad in Tatler

Tatler's front of the book was dominated by the luxury industry's power players with Dior, Gucci and Armani taking the first pages after Ralph Lauren's opening ad. The three brands promoted their latest women's wear collections, including handbags and in the case of Gucci, footwear.

Louis Vuitton followed with a two-page full spread featuring actress Michelle Williams. The effort focuses on the French leather goods maker's handbags rather than its fall/winter apparel represented by the "Series 3" campaign that was not placed in September's Tatler.



Michelle Williams for Louis Vuitton

The front of the book was continued by Dolce & Gabbana, Chanel with two full-page spreads, Prada, a second effort by Chanel promoting fine jewelry, Bottega Veneta, Ferragamo, Fendi, Burberry, Prada-owned Miu Miu and Michael Kors, which also placed two ads simultaneously.

Jeweler Tiffany & Co. closed out the official front of the book section with an ad for its Olive Leaf collection designed by Paloma Picasso.

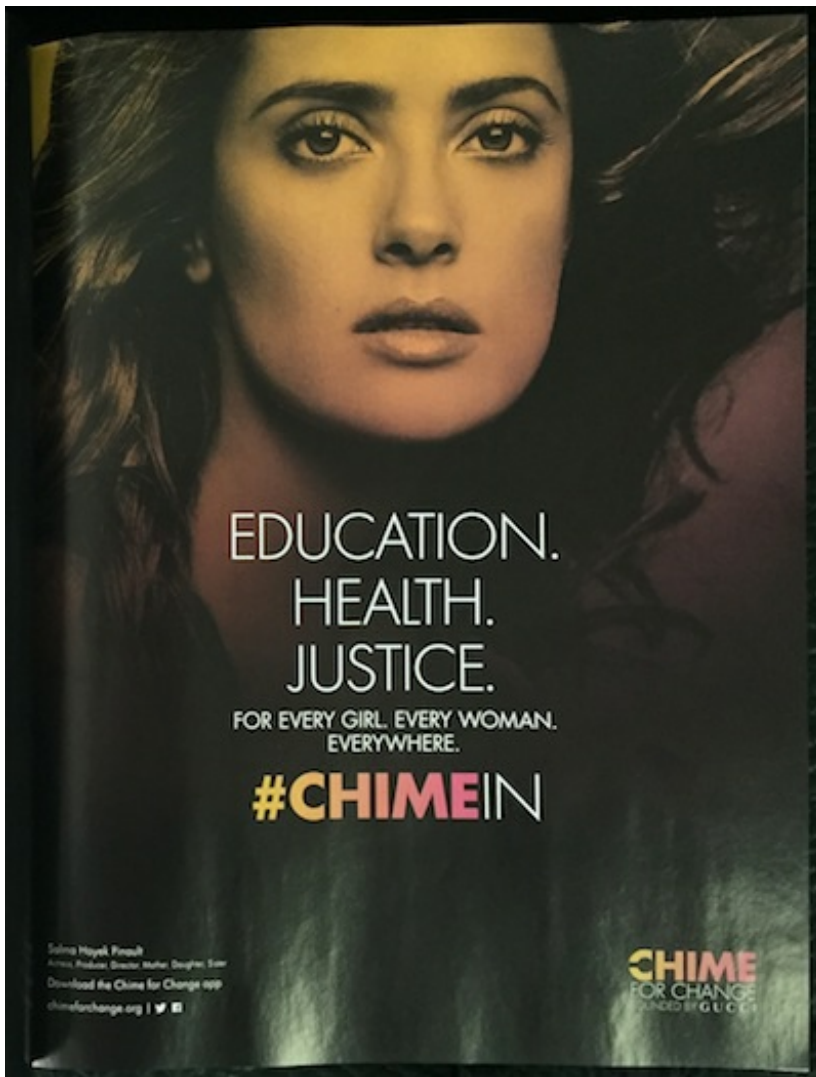


Tiffany & Co.'s Paloma Picasso collection campaign

Tatler's September table of content was first frame by Daks London before campaigns by Tod's, retailer Farfetch, Patek Philippe watches and Oscar de la Renta disrupted the section. Versace closed out the table of contents with a women's fashion ad promoting apparel, handbags and shoes.

Within the content well, Tatler's advertising partners are more spread out with readers coming across campaigns placed by Anya Hindmarch, Chopard, de Grisogono, Raymond Weil and hotelier Shangri-La.

As many children prepare to go back to school near or in September, Gucci's charity Chime For Change placed an ad in Tatler's latest edition. One of the mainstays of the charity is to provide educational opportunities for underprivileged girls in developing nations ([see story](#)).



Gucci's ad for Chime for Change

Continuing the advertising space in Tatler was the Savoy hotel, Kurt Geiger and Condé Nast's Vogue Cafes in destinations such as Dubai, United Arab Emirates and Moscow.

The issue wrapped with an inside back cover effort by jeweler Chatila and an outside back cover saw Chanel's beauty campaign with model Gisele Bündchen.



Chanel's outside back cover beauty ad

Content in the issue revolved around fall fashion as well as Tatler's signature cheeky British editorials such as a piece on Prince Harry's love life, what happens to your jewels after there's been a jewel heist and how to throw "the ultimate" children's party.

Falling for fashion

Fashion has become synonymous with September issues of publications in the space. This has caused publishers to seek out various ways to enhance the reader's experience while furthering the promotion capabilities possible for its brand partners.

For instance, Bally and Lanvin were among the women's fashion labels to take part in WSJ. magazine's September "Women's Fashion" issue, the publication's largest book to date.

The month of September sees an influx of fall fashion coverage in nearly every magazine title, making visibility for advertising partners more competitive than usual, but this bout of friendly competition leads to innovation. For September, WSJ. magazine, a "core" read for 4 million fashion-forward, affluent global readers, introduced its partnership with mobile music and video application Visual Shazam to add a progressive layer to annual coverage of the season's top women's fashions ([see story](#)).

"Every month mobile chips away a little more from print," Mr. Ramey said. "It's the

insidious reality of technology changing the way we live. And the way some publishers will perish.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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