

PRINT

Town & Country ushers in new era as 170th anniversary approaches

November 3, 2015



Town & Country's Mr. Fielden

By STAFF REPORTS

Hearst-owned lifestyle publication Town & Country is gearing up to celebrate its 170th year in circulation with a short film showing what's next.

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Directed by Warren Elgort, "Breakfast at T&C" shows Jay Fielden, editor in chief of Town & Country, go about his morning in a funny and satirical fashion. As Mr. Fielden goes from department to department within the Town & Country office, he shares what the publication has in store for 2016.

Going into 2016

Town & Country describes its announcement video as "'Mad Men' meets 'The Royal Tenenbaums'" with details including a "skateboard, five cigarettes, an Italian lesson by creative director Nicoletta Santoro, the Texas flag, some buttered toast and a butler." By poking fun at itself and content found in its issues, Town & Country's sense of humor may attract a new generation of readers as it enters its 170th year.

The video begins with Mr. Fielden arriving at the Town & Country office at the Hearst Towers. His first statements refer to hunting wild boar in Tuscany, having suits made in Paris and speaking "Franglais," but saying that the question always asked is how he plans to celebrate the 170th anniversary of Town & Country.

As he walks to his office Mr. Fielden is stopped by a staffer who is working on the magazine's new logo which will grace the first cover of the new year. Once he gives a suggestion for the direction to take, "think Venetian post stamps," Mr. Fielden shares that the October 2016 issue will be a list of 170 things made to last.



Still from Town & Country's Breakfast at T&C

Continuing his walk to his office, Mr. Fielden shares other things to come such as innovative front of the book ideas, a better than ever June Philanthropy issue and a documentary, directed by an Oscar nominee, on the greatest beauties of our time from Grace Kelly to Cara Delevingne, timed with the September Swans edition.

For its 170th anniversary, Town & Country also plans to digitize its archives with Web site access provided only to magazine subscribers. Mr. Fielden also notes that Town & Country's largest May beauty issue may have a 3D cover, but he has to think about it.

Fashion coverage will also be bigger and better with men's, wedding, watches for 2016. The publication will also issue two travel-focused supplements.

To end, Mr. Fielden speaks of a party Town & Country will throw to celebrate the oldest American magazine.

Breakfast at T&C / Town & Country

As institutional publications age in the ever-changing print landscape, anniversaries have become a cause for celebration.

For instance, Cond Nast International's Vogue Paris celebrated its 95th year of publication in October with an anniversary collector's issue.

The issue included exclusive content and a "super book" filled with Vogue Paris' finest and most legendary covers to celebrate the milestone occasion and the legends who have made it possible. As a special collector's edition, the anniversary issue will have a print run of 220,000 copies, a 50 percent increase to the usual newsstand print-run ([see story](#)).

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