

MEDIA/PUBLISHING

W magazine's June/July ad pages 90pc luxury brands

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Cara Delevingne for W magazine, June/July 2016

By JEN KING

Brands such as Chanel and Gucci showed how their offerings fit into W magazine's coverage of "the people, the places, the parties" found in the June/July issue.

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The dual issue was printed with alternative covers, both with model Cara Delevingne, styled by Edward Enninful and photographed by Mario Sorrenti. Dubbed the "Summer of Lust" or "Summer of Love" issue, depending on the cover, the June/July edition of W magazine saw growth in the jewelry and watch category, with nearly one in every three advertisements being placed by the industry's leading jewelers and watchmakers.

"Ninety percent of ad pages in the issue were luxury brands," said Lucy Kriz, publisher and chief revenue officer of **W magazine**, New York.

"The issue opened with a stunning double spread from Chanel, and featured advertising from Cartier, Dior, Harry Winston, Louis Vuitton and Yves Saint Laurent Black Opium, just to name a few. New business included Chloe, Coach, Gucci, and Lincoln," she said. "Digital alignments this month included Van Cleef & Arpels, Net-A-Porter and Hugo Boss.

"Our partners are drawn to W's bold, crave-worthy and inspiring editorials, and this issue is a great example of our mission to escape ordinary. Our audience of affluent, influential and well-traveled culture creators is equally desirable; they seek experiences and products that make every day more luxurious, which resonates with our partners."

It Summer

W magazine's June/July issue opened with Chanel's latest Mtiers d'Art campaign featuring actress Kristen Stewart. Told over two full-page spreads in the inside front cover of the issue, Ms. Stewart is seen standing next to a fireplace in a Parisian flat and leaning against a vanity table and the apartment's decorative wall.



Chanel's Métiers d'Art campaign with Kristen Stewart

The front of the book also included efforts placed by Cartier for its Amulette de Cartier collection and Gucci's pre-fall 2016 effort shot in a surreal aviary.

W magazine's opening ad space also featured a Rolex ad for the watchmaker's Datejust timepiece.



Cartier's Amulette de Cartier campaign

Opposite the table of contents, Louis Vuitton placed its summer 2016 Spirit of Travel campaign. The effort features actress Lea Seydoux in the brand's ready-to-wear and accessories, shot in front of brightly colored cement walls of a ranch in Cuadra San Cristbal, Mexico.

After the opening page of the content listing, Louis Vuitton took the opportunity to feature a full spread dedicated to Spirit of Travel.

Also framing the table of contents for the June/July issue was U.S. jeweler Harry Winston. The jewelry brand promoted its Sparkling Cluster earrings on blue-scale backdrop of New York.



The spirit of travel.
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LOUIS VUITTON

Lea Seydoux for Louis Vuitton Spirit of Travel, summer 2016

Once in the content well, brands such as Celine, Valentino, Chanel's fine jewelry collection, Gucci eyewear and Chloe were featured.

The well also saw efforts placed by YSL Beauty for its Black Opium fragrance. To heighten a reader's experience and to acquaint her with the scent, YSL Beauty included a fragrance scent strip for Black Opium.

As previously mentioned, jewelry was well represented within the June/July issue of W magazine with Van Cleef & Arpels, Pasquale Bruni, Buccellati, Chopard, Atelier Swarovski and Djula all placing single paged efforts displaying their latest designs.

The issue was closed with an outside back cover effort for Dior's Lady Dior handbags featuring French actress Marion Cotillard.



Lady Dior handbag effort with Marion Cotillard

Content in the June/July issue focused on "Fashion in Paradise" with shoots in Hawaii and Cartagena, Colombia. Covergirl Ms. Delevingne, who has now graced the cover of W magazine three times, is the subject of a profile exploring her role as a "model, actress [and] enchantress."

"W's June/July issue transported readers to the latest It' destinations, with an insider look at how the new society experiences the jet-set life," Ms. Kriz said. "[Readers found] immersive, lush photography, along with a look at the people and places capturing our attention and our imagination."



W magazine's second cover for June/July 2016

Behind the lens

Pertaining to W magazine's digital alignments for the June/July issue, German apparel brand Hugo Boss featured an advertising campaign featuring the winning photographer from the publication's "The Shot" fashion photography contest.

W magazine hosted a casting call competition to source the next up-and-coming fashion photographer.

The Shot looked for photographers that have not yet worked with a major U.S. fashion title to even the playing field for the next-generation of creatives. The two-month competition, which launched March 1, was judged by a panel of experts including Hugo Boss, who partnered for the initiative.

W magazine is known for its avant-garde photography spreads and has featured the work of Steven Meisel, Steven Klein, Mario Sorrenti and Inez & Vinoodh, among countless others, in its pages. While W magazine has featured the power players of fashion photography, the title is also keen on keeping an eye on who's next ([see story](#)).

"As part of W's The Shot fashion photography competition, a truly standout program that saw great engagement and more than 1,500 applicants worldwide, we feature high-impact advertising from Hugo Boss surrounding the winner announcement on wmagazine.com," Ms. Kriz said.

On June 1, W magazine announced the contest's winner, Agnes Lloyd-Platt of London. Runners-up and finalists included Grant Thomas, Piczo Nakao, Mikael Wardhana and Chuck Reyes.



Winning submission for The Shot by photographer Agnes Lloyd-Platt

"In our search for who's next in fashion photography, we discovered not only great talent, but a real movement in visual culture, powered by social media," said Stefano Tonchi, editor in chief of W magazine, in a statement.

"We're seeing a new generation of image makers who are inventive, eager to experiment and true culture creators," he said. "The response has been incredible, and we're thrilled to see such excitement and strong submissions from our readers."