

MEDIA/PUBLISHING

Vanity Fair pays homage to Queen Elizabeth II for summer 2016 issue

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Vanity Fair's summer 2016 cover

By JEN KING

Esté Lauder and Gucci were among the luxury brands to brush elbows with Her Majesty Queen Elizabeth II in the summer edition of Vanity Fair.

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The U.S. lifestyle publication honored the British queen for her 90th birthday with a cover and photos by photographer Annie Leibovitz in addition to a feature article celebrating "her inner majesty." Although Condé Nast-owned Vanity Fair is a U.S. publication, there is an immense interest from the American public for anything related to the British monarchy.

"Americans, from a very early age, are taught fairy tales about kings, queens and nobility," said Chris Ramey, president of [Affluent Insights](#), Miami. "We have a natural curiosity about a path not taken.

"We are intuitively attracted to dynasties as real celebrities; they rise above the political fray," he said.

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

[Vanity Fair](#) did not respond by press deadline.

In royal company

On Vanity Fair's summer 2016 issue the Queen was photographed in her garden at Windsor Castle surrounded by her beloved corgis, Holly, Willow, Vulcan and Candy.

Highlights of the issue included a photo collection shot by Vanity Fair contributing photographer Ms. Leibowitz.



Vanity Fair's summer 2016 cover with Her Majesty Queen Elizabeth II

In addition to the cover image, the summer issue featured the Queen at home at Windsor Castle with her daughter Princess Anne, grandchildren and great-grandchildren as well as her husband Prince Philip, the Duke of Edinburgh. Two of these images that capture the Queen where she is most comfortable were Vanity Fair exclusives.

The Vanity Fair summer 2016 issue opened with an inside front cover advertisement placed by Dior. In the fold-out effort, French screen star Marion Cotillard models Dior's Lady Dior handbags along the River Seine.



Dior advertisement for the Lady Dior handbag

Front of the book ad efforts continued with Este Lauder promoting its best-selling Advanced Night Repair serum and the new Powerfoil Mask, undoubtedly inspired by the rising interest in South Korean beauty trends.

Also seen in the front of the book were Gucci's pre-fall effort and Lancome's ad for the Renergie Lift Multi-Action cream, featuring actress Kate Winslet as brand ambassador.

Promotions for Saint Laurent Paris' women's wear, Rolex's Datejust timepiece and Emirates Airlines were also included in Vanity Fair's opening pages.



Saint Laurent Paris women's wear ad

Opposite the table of contents Ralph Lauren supported its apparel and accessories for women. Este Lauder Cos.' Clinique placed its second effort on the content listing's second section while Patek Philippe closed the section with an ad for its Diamond Ribbon watch.

In the content well readers were first greeted by an ad placed by Celine opposite the masthead.

Fragrance strips were also popular among this issue with Ralph Lauren Polo, Chanel and Burberry all placing scent samples within the pages of Vanity Fair. With the summer issue release date so close to Father's Day, it is likely that these advertisers were looking to make an impression among readers still looking for a thoughtful gift.



Chanel fragrance strip for Bleu de Chanel cologne

Elsewhere in the issue were ads placed by jeweler Cartier, menswear label Isaia, Longines, Ms. Winslet's second endorsement deal featured in the magazine, Rimowa luggage and the egg-shaped jewelry notorious of Faberge.

Vanity Fair also included a detailed promotional brochure, printed on thicker paper stock than the magazine, for New York's Hudson Yards real estate development project.

Hudson Yards will be a combination residential and commercial center on Manhattan's West side.



Hudson Yards promotion in Vanity Fair's summer issue

The fold out includes computer renderings of the final project, which will include park space, wellness facilities, dining options and the city's first Neiman Marcus department store ([see story](#)).

Vanity Fair's summer edition concluded with Louis Vuitton's Spirit of Travel campaign with actress Lea Seydoux.



Louis Vuitton's Spirit of Travel campaign

Royal zeal

Understandably so, Her Majesty Queen Elizabeth II and the rest of the royal family are prominent figures in British life and culture.

For the Queen's 90th birthday, celebrated on April 21, luxury brands sent their well wishes via social media.

Those who have been lucky to serve or interact with the royal family looked back on their shared experiences, while others promoted ways for British and international consumers to celebrate the day. The royal family is entwined with British heritage, making these efforts a way to reinforce a brand's identity as it relates to its birthplace ([see story](#)).

Similarly in 2015, British heritage brands joined the festivities as Queen Elizabeth II became the longest reigning monarch in the United Kingdom's history.

Queen Elizabeth accessed the British throne on Feb. 6, 1952 after the death of her father, and became the longest-lived British monarch in 2007. Her Majesty surpassed her great-great-grandmother Queen Victoria as the longest-reigning British monarch on Sept. 9, 2015. Due to longstanding cultural ties as well as business connections through the appointment of royal warrants, British heritage brands often celebrate the royal family's personal milestones

such as weddings and births ([see story](#)).

Vanity Fair, even as a U.S. magazine, has also taken time to celebrate the milestones of the British Royal family.

For instance, Chanel, Gucci and Saint Laurent Paris were among the collection of luxury marketers wishing Britain's Prince George a happy first birthday in the August 2014 issue of Vanity Fair.

Although Cond Nast's Vanity Fair is based in the United States, the British royal family is of interest to the publication's many affluent readers. Vanity Fair's audience will likely be attracted to the issue's coverage of the young prince due to the depth and quality of the publication's articles ([see story](#)).

"Queen Elizabeth is the ultimate brand apostle," Mr. Ramey said. "She reflects the stability, leadership, sophistication and grace to which we all strive.

"The summer edition of Vanity Fair will do very well with the ultimate celebrity on the front cover," he said.

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