

MEDIA/PUBLISHING

Amy Schumer, Anna Wintour offer comedic relief in Vogue's July edition

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Vogue's July 2016 cover

By JEN KING

With help from some larger-than-life personalities, fashion houses such as Gucci, Prada and Dior were among the brands to position the season's standout styles in the July issue of Condé Nast's Vogue.

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Beyond its advertising pages, the July issue, which featured comedian Amy Schumer on its cover, was supported by digital content produced by Vogue and written by the comic. As the print and digital media industries continue to converge, it is becoming clearer that print titles will become more reliant on video features that bring their pages to life and offer consumers more than just written word and still imagery.

"Amy Schumer has a huge female fan base that for all intents and purposes also aligns with Vogue's reader demographic," said Courtney Albert, manager at [Parker Avery Group](#). "Additionally, Ms. Schumer has a 'regular woman or friend' appeal that is not readily associated with Vogue or Ms. Wintour.

"I am unsure if the video will significantly drive newsstands sales; however, I do believe that when someone sees the magazine, it will be a more viable option to buy

since it is positioned as being more approachable," she said.

"During the summer months, there is greater demand for easy, light reading - a vast contrast to fall's September issue, for example."

Ms. Albert is not affiliated with Vogue, but agreed to comment as an industry expert.

Vogue did not respond by press deadline.

Swapping lives

Being that Ms. Schumer is known for her stand-up and Comedy Central skits on "Inside Amy Schumer," the comedian used her humor to celebrate her first Vogue cover.

In the "Amy Schumer and Anna Wintour Swap Lives" skit, the comic and editor in chief of Vogue do just that. In a take on the television series "Wife Swap," the pair trade places with Ms. Schumer trying her hand at being Vogue's editor in chief, while Ms. Wintour takes on stand-up comedy, a move that shows a very different side of the magazine's head.

Directed by Ryan McFaul, the skit begins with Ms. Schumer nervously sitting across from Ms. Wintour at the editor's desk at One World Trade, the new headquarters of Condé Nast. Ms. Schumer is there to discuss her cover, and is open about how uncomfortable the meeting with Ms. Wintour is making her feel.



Amy Schumer and Anna Wintour, video still

Wearing her sunglasses inside, Ms. Wintour states that Ms. Schumer looks very comfortable, a subtle jab at the comedian who is dressed casually compared to Ms. Wintour who wears a statement necklace, tweed dress and Apple Watch.

As the conversation continues, Ms. Wintour acknowledges that she could never do what Ms. Schumer does for a living, and vice versa. Both say that the other's job is very easy, and they banter back and forth showing so.

The following scenes show Ms. Schumer as Vogue editor in chief, mirroring Ms. Wintour's signature accessory choices, a large coffee and a pair of dark sunglasses. She is shown meeting with fashion editors and discussing different clothes, that to Ms. Schumer look the same and are just shirts and skirts.



Amy Schumer playing the part of fashion editor

This scene is followed by Ms. Wintour attending an open mic night at New York's Comedy Cellar. When it's her time to perform her bit, she asks to be introduced as, "I'm Anna Wintour, editor of Vogue, and I do clubs and colleges."

Ms. Schumer is shown eating Ms. Wintour's daily steak lunch before dragging herself to Comedy Cellar to watch Ms. Wintour's bit. As Ms. Schumer walks in, Ms. Wintour is shown killing it and getting laughs from the crowd with ease.

Ending her performance, Ms. Wintour puts one hand on her hip and says, "And remember, Wintour is coming," and drops the mic.



Anna Wintour performing a standup routine

"The separation between celebrity and audience is becoming smaller and smaller, due largely to social media and online channels, and a public that constantly demands this information and access," she said. "As a figurehead who wishes to maintain a certain level of mystery, it is important to have a hand in how this access is granted.

"Ms. Wintour is viewed as a stoic personality and seemingly unapproachable," Ms. Albert said. "It is interesting that the video helps to break down this barrier, along with other recent videos and media she has taken a part.

Amy Schumer and Anna Wintour swap lives / Vogue

In a similarly goofy and lighthearted effort, Vogue Videos' debut film, "Vogue Presents The Minions" is a mockumentary with Vogue International editor Suzy Menkes as lead. Vogue was likely selected as the launch publication for the video due to the magazine's international standing and status among the industry and fashion enthusiasts alike.

Ms. Menkes, keeping true to form, keeps the subject matter light for the Vogue Presents The Minions asking fashion industry greats about an unlikely topic, The Minions from Dreamworks' franchise children's movie, "Despicable Me" ([see story](#)).

Summer style

As for the ads seen in the July issue of Vogue, the magazine opened with two full page spreads from Gucci for its pre-fall 2016 collection.



Gucci in the front inside cover of Vogue

Prada followed, as did a two-page spread positioned by Christian Dior for the Lady Dior handbag featuring French actress Marion Cotillard.

The front of the book included efforts by Estee Lauder with spokesmodel Kendall Jenner, a Ralph Lauren effort showcasing women's apparel and accessories and Marc Jacobs' advertising campaign for fall.

Also seen were ads by Lancome, a double-page spread for Valentino accessories, Celine handbags, engagement rings by Cartier and representing the summer season, swimwear by La Perla.



La Perla effort in Vogue

Opportunities to explore fragrance marketing were done so by Dolce & Gabbana for its iconic Light Blue scent as well as Donna Karan's Cashmere. The latter brand included a fragrance sample to heighten the impact of its ad.

As the issue's ad space closed in on the content well, high-end advertisements slowed and were replaced by mass brands' efforts, but not before Nordstrom and Chloe showed their offerings.

The issue concluded with an inside back cover ad placed by Estee Lauder and an outside placement by Louis Vuitton.



Louis Vuitton's "Spirit of Travel" campaign on Vogue's outside back cover

With the rise of native advertising and video content, magazine titles have worked to create various ways for consumer to engage with its coverage and ad partners. Doing so may help tap into new readers who may have not embraced a certain title in the past.

"When we think about the relationship between print and digital, it is typically positioned as print, catalogs for example, driving traffic to its online counterpart, an ecommerce site," Ms. Albert said.

"In this case, it is the opposite. The video is used to pique interest and capture a reader's

attention while online, on Facebook or a news site," she said. "Potential readers are having interactions while engaging in their normal, everyday routines.

"The more popular the video, or viral, the more interactions people will have with it, even sharing within their online communities. This both actively and passively promotes the video and puts it on many people's radar. The outcome or hope is that when coming across the magazine in everyday life, the consumer will pick it up."

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