

MEDIA/PUBLISHING

Luxury houses speak to "noteworthy, millennial elegance" in Town & Country's September edition

August 23, 2016



Sistine Stallone, Ella Richards and Olympia of Greece for Town & Country, September 2016

By JEN KING

Christian Dior, Hermès and Prada were among the brands to showcase women's fall fashions side-by-side It-girls of the 21st century in Town & Country's September issue.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Alongside this season's ready-to-wear collections, Town & Country featured its third annual "T&C 50 Modern Swans" editorial feature, a who's who of today's "of the moment" women. The empowering editorialized list and the fashion industry's leading luxury labels worked together to present Town & Country's discerning audience with a read reflective of their interests and lifestyle.

"Town & Country used to do debutante issues whole magazines devoted to the rites and the rituals of the debut in the sixties. We even ran a debutante dictionary," said Stellene Volandes, editor in chief of **Town & Country**. "It's fascinating to look at those pages from our archives and compare them to September's 2016 50 modern swans of the year that come from all over the world and that have arrived at this place in so many different ways.

"There is a wonderful essay by Kate Betts that introduces the list this year," she said. "Ms. Betts chronicles the evolution of this figure in society from debutante to It Girl to Modern Swan and she charts the rise of the It Girl economy that surrounds them.

"What began as a society ritual in the pages of **Town & Country** a century ago has now evolved into a global phenomenon."

Amongst swans

On the cover of the Hearst-owned lifestyle publication were three of this year's Modern Swans. The cover included a group shot of Sistine Stallone, model and daughter of actor Sylvester Stallone, Ella Richards, granddaughter of Rolling Stones guitarist Keith Richards and princess Olympia of Greece and Denmark.

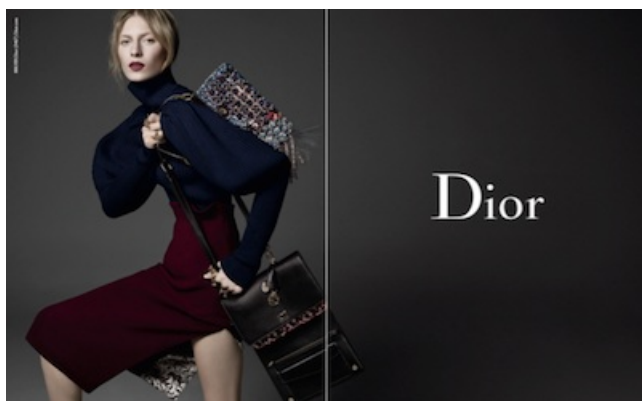


Town & Country's cover, September 2016

"Town & Country's September issue reflects the perfect mix of luxury advertisers who come to Town & Country when they want their brand to be taken seriously," said Jennifer Levene Bruno, vice president and publisher of Town & Country. "Brands come to Town & Country when they want to engage with the high end clients.

"We reflect luxury as ageless," she said. "What I know sets us apart from so many other magazine brands is good taste.

"Our advertisers wanted to be among young women of today who have the intelligence and appreciation for quality and craftsmanship that will make them lifelong clients of tomorrow. This is what attracted 50 new ad pages—across fashion, beauty, retail, travel, home design, jewelry/watches, real estate and more—that were not with us last September."



Dior fall/winter 2016, as seen in Town & Country

Town & Country's September issue opened with a fall ready-to-wear and handbag advertisement by Christian Dior. The front of the book saw ads placed by Hermès, Estée Lauder, Prada and Bottega Veneta, all which promoted women's personal care or fashions.

Fashion dominated the front of the book with additional ads from Chanel, Armani and Max Mara.

MaxMara



Max Mara fall/winter 2016, as seen in Town & Country

Salvatore Ferragamo looked to break out from the noise by placing a two-page spread promoting the latest season's apparel and accessories from its brand. Additional front of the book ads included David Yurman, Michael Kors, Patek Philippe, Lancome, Moncler, Harry Winston, Longchamp and Van Cleef & Arpels.

Fendi, looking to stand out, choose a placement next to Town & Country's "From the Archive" feature.



FENDI

FENDI BOUTIQUES 846 920 2830 FENDI.COM

Kendall Jenner for Fendi, as seen in Town & Country

Similarly, brands such as Ralph Lauren, Louis Vuitton, cosmetics brand Cle de Peau and Versace aimed to capture readers' attention by taking pages aligned with or nearby the September issue's table of contents.

Jewelry brands were also well represented in the typically fashion-centric September issue. Players in the jewelry space to advertise in Town & Country included Lagos, Bovet, Richard Mille, Buccellati, David Webb and Bulgari, among others.

On the outside back cover of the issue, Gucci shared its fall/winter campaign with Town & Country readers.



GUCCI

gucci.com

Gucci fall/winter 2016, as seen in Town & Country

Town & Country's 50 Modern Swans feature was inspired by Truman Capote, who referred to his high-society female friends as "swans," but for today's reader, these women command both attention and admiration as they are well-educated, successful, savvy and confident.

This year's **Modern Swans list** included women in the creative class as well as royal, political stars, socialites, ingenues and more. Each of the featured woman sat with T&C for a short interview while the remainder of the list are profiled in a short blurb.

Included in the feature section are the aforementioned Ms. Stallone, Ms. Richards and Prince Olympia, in addition to Caroline Vreeland, a singer and the great-granddaughter of Diana Vreeland, photographer Mario Sorrenti's daughter Gray Sorrenti, who works as a model and Sofia Richie, a model and daughter of musician Lionel Richie.

"Each year before selecting the 50 young women for the swans list we form a kind of secret committee that includes contributing editors, eagle eyed writers, international social spies and friends of the magazine," Ms. Volandes said. "Town & Country editors keep a list of names in the running all year of course but the swans committee weigh in for the final list.

"The names are from all over the world and from different worlds-this year we feature a few swans from the presidential campaign but ultimately what they all have in common is what Capote pointed out so long ago an undefinable something that makes them young women not only worthy of attention but also, admiration," she said.

Beauty reads

Town & Country's September issue also included the inaugural edition of beauty editor at large Linda Wells' special report, "Pots of Gold." The Linda Wells Report was the first cross-brand beauty feature produced by Hearst.

The 16-page section was found within Town & Country's content well, and has been placed in 1 million subscriber copies of Hearst's Elle, Harper's Bazaar and Marie Claire.

For Pots of Gold Ms. Wells focused on luxury beauty and included her personal recommendations alongside Carter Smith's portraits of model Ondria Hardin, who sports red and gold beauty looks.



Ondria Hardin for Linda Wells' Pots of Gold

The Este Lauder Cos. served as the features sole advertiser, choosing to promote Este Lauder's flagship cosmetics, Clinique lipstick and skincare by Creme de la Mer.

A digital version and video content, also sponsored by Este Lauder Cos., will be launched in October across Town & Country, Elle, Harper's Bazaar and Marie Claire.

Similarly, media conglomerate Cond Nast has developed a new beauty franchise that will tell its readers what #TheLookls.

Cond Nast's #TheLookls will be a socially-led beauty offering to help the conglomerate's titles speak to next-generation consumers in the cosmetics and personal care space. Beauty has found a niche in the digital space, thriving on YouTube tutorials, personalization applications and user-generated content to propel new products and introduce countless users to sector leaders and up-and-comers ([see story](#)).

Regarding Hearst's Linda Wells Report, Michael Clinton, president of marketing and publishing director of Hearst Magazines said, "We like to partner with truly creative editorial authorities who we can work with across brands or countries to create something really special.

"Linda is incredibly talented, respected and beloved, and her report is going to dazzle our readers visually while giving them plenty of information on the best luxury beauty products around," he said.