

MEDIA/PUBLISHING

Celebrity spokesperson campaigns persevere for Vogue's September issue

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The September issue of Vogue

By BRIELLE JAEKEL

Fendi and Este Lauder are supporting the Kendall Jenner theme of this year's September issue of Cond Nast's Vogue, featuring the spokesmodel in two contrasting ad campaigns running within the magazine.

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Ms. Jenner makes her American Vogue cover debut on the most sought-after issue of the year, but she is also featured throughout the magazine - not only in its editorials but within its advertising. However, Ms. Jenner is not the only celebrity seen within the luxury and high fashion ads of the issue, with Dior, Lancme and Miu Miu also incorporating familiar faces within their campaigns.

"Kendall Jenner has leveraged her family's reality show to a successful and respected career in fashion," said Chris Ramey, president of [Affluent Insights](#), Miami. "The cover of Vogue reinforces that Kendall is a celebrity.

"Vogue and its sister publications, like all informed marketers, have moved beyond print to heighten engagement and reach," he said.

Mr. Ramey is not affiliated with [Vogue](#), but agreed to comment as an industry expert.

[Vogue](#) did not respond before press deadline.

Star power

The reality star turned high fashion model's name has been a big buzzword for publications and brands in the last year. But Ms. Jenner's name is not just hype, with numerous luxury brands turning to the talented model for runway shows and photo shoots, which prompted Vogue to feature her on its September cover.



Kendall Jenner's cover of Vogue

While the cover features Ms. Jenner, her presence is a running theme throughout the issue, starting with a spread from Fendi in which masculine hair drastically alters her well-known look. Fendi keeps the focus on its collection with a white background that resembles mountains contrasted by the bold colors of the model's look.

Estée Lauder's ad shows off the wide range Ms. Jenner has by giving the model a more feminine look, which she wears while pouting in the brand's simple red Drive by Desire lipstick.

On the inside front cover, Dior continued its long-standing relationship with actress Natalie Portman in a spread that also valued the simple red lipstick for its Rouge Dior. The actress is styled wearing a satin red dress to match two of Dior's lipstick colors, 080 Red Smile and 999 Matte.



Natalie Portman for Dior

Amanda Seyfried appears amongst models showing off the eclectic patterns for Miu Miu. The campaign evokes the feeling of spending time at a chateaux in the countryside, with images of cricket, green hills and classic luxurious bedrooms.

Lancme appeals to readers who enjoy sparkle and simulating the feel of diamonds with its La Vie Est Belle perfume. The ad shows a shimmering glitter raining down from the ceiling next to actress Julia Roberts in a diamond-laced dress.

Herms is keeping winter in mind with its ad adjacent to the table of contents to promote Herms by Nature. The campaign embodies the feeling of wildlife photography, with the image taken through the snow-covered woods with only the back of a model showing, the rest obscured by a tree.

Vogue power

Ms. Jenner's appearance was not the only notable celebrity appearance keeping up Vogue's notoriety.

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

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 ([see more](#)).

Before giving Kendall Jenner a spot on its coveted cover, Vogue magazine dedicated an entire special issue to the reality television star-turned-model in March.

Since the launch of her modeling career two years ago, Ms. Jenner has taken the industry by storm and has accomplished numerous luxury "bucket list" items, including walking for Chanel's couture show and snagging a beauty contract with Este Lauder. Ms. Jenner's rise in high-fashion was first criticized, with many feeling she was only gaining ground due to her famous family, but after walking in nearly every major fashion show, she has proved herself as a model force with enormous social reach ([see more](#)).

"Brand apostles define brands and provide insight into who those brands are targeting," Mr. Ramey said. "Vogue, according to their Media Kit, has a substantially larger base of online readers over print.

"Furthermore, their online audience is younger and their household income is higher," he said. "Tapping into Kendall's 65 million Instagram followers (five times the number of Vogue Magazine's followers) is the desire of every publication and brand.

"Celebrity spokespeople are one of the defining differences between the fashion business/marketing model and luxury business/marketing model."

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