

MEDIA/PUBLISHING

## W magazine's September fall fashion issue transformed as digital companion

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*Rihanna on the special collector's issue of W magazine for September 2016*

By JEN KING

Louis Vuitton, Prada and Chanel have joined forces with Cond Nast's W magazine for the print titles' September collector's edition.

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Changes to W magazine's digital presence were purposefully aligned with the September fall fashion issue, the largest of the title's monthlies. As online content continues to take hold of the print media industry, publishers have become resourceful, introducing collector's editions, for example, to maintain their relationships with advertising partners in ways that both excite the reader and uphold visibility for those who take pages within the magazine.

"W's September issue reflects our brand position, which is to escape ordinary," said Lucy Kriz, publisher and chief revenue officer at **W magazine**. "Our luxury advertisers want to be in a premium environment that stands out, surrounded by immersive imagery and bold and provocative stories, and they want to reach an audience that's influential and affluent.

"As part of our plan to enhance print and highlight W's differentiated positioning in the fashion and luxury media landscape, we decided to introduce a series of creative collaborations, or print events," she said.

"As one of our biggest issues of the year, September was the perfect moment for the kick-off. We will continue to surprise and delight readers and marketers with other special issues in the coming months."

September escapes

Singer and fashion designer Rihanna graced the cover of **W magazine's** collector's edition for the month of September. No stranger to W magazine covers, the September 2016 book is the second time Rihanna has been selected to front the publication's cornerstone issue.

For the cover, W's fashion director Edward Enninful worked with photographer Steven Klein and screenwriter Ander Kevin Walker. Rihanna was luxuriously bedazzled by Cartier jewelry with makeup styling by Pat McGrath for the shoot.

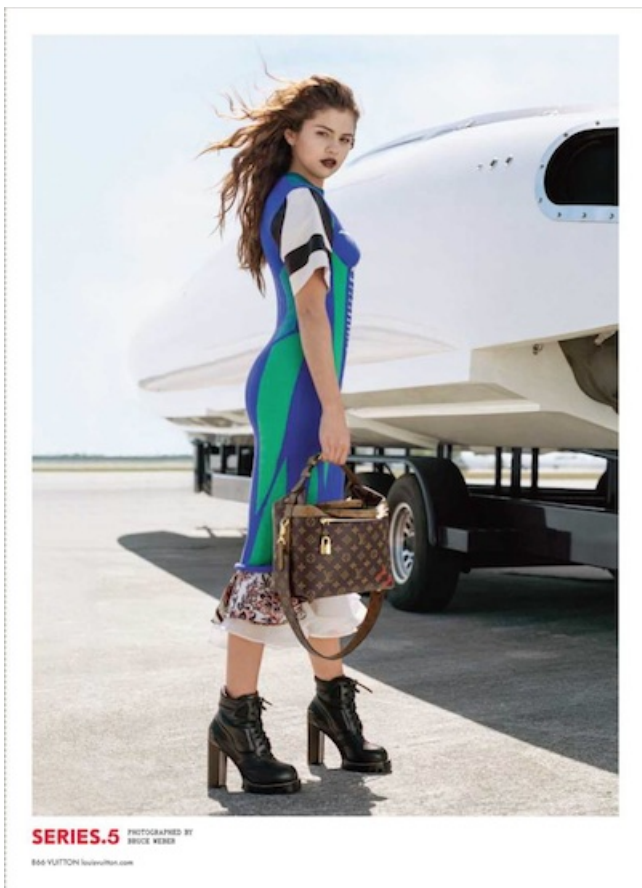


*Rihanna on the special collector's issue of W magazine for September 2016*

Rihanna has emerged as powerhouse talent, providing her aesthetic to Dior, Manolo Blahnik and Kering-owned Puma, among many other collaborative efforts.

Given Rihanna's popularity as both a fashion icon and pop star, placing her on the cover of W magazine's special collector's edition likely gave pause among readers who do not frequently pull the publication from newsstands.

The inside front cover of September's W magazine saw placement by Louis Vuitton's "Series 5" campaign.



*Louis Vuitton Series 5 fall/winter 2016, as seen in W magazine's September issue*

As a general rule of thumb, nearly all the top fashion brands to advertise in W magazine's September book choose the rule of repetition. A large percentage of W magazine's advertisers placed two ads simultaneously, choosing either full page spreads or single pages in a succession.

For example, in the front of the book Prada, Chanel, Gucci, Dior, Miu Miu, Saint Laurent, Armani and Jimmy Choo all placed two full page spreads of their fall/winter 2016 collection campaigns.



*Saint Laurent fall/winter 2016, as seen in W magazine's September issue*

The front of the book was dominated mainly by fashion labels with Bottega Veneta, Marc Jacobs, Burberry, Fendi, Celine and Michael Kors all opting for a single page presence.

Opposite the table of contents, Tiffany & Co. looked to stand out among its fashion peers by placing its first celebrity-endorsed campaign. The jeweler, following the trend of repetition, placed its ads three times surrounding the table of contents.

Also seen by W magazine's table of contents were ads by Givenchy, Moncler, Alexander McQueen, Valentino, Pomellato and Chanel Parfums.



*Givenchy fall/winter 2016, as seen in W magazine's September issue*

With a total of 414 pages, advertisers populated many of the magazine's leaves. Additional brands include Etro, Kenzo, Ferragamo, Karl Lagerfeld, Chloe, Versace, Balmain, Stuart Weitzman, Mulberry, Hermes, Hugo Boss and Swarovski, among many others.

Retail was represented by Saks Fifth Avenue and Neiman Marcus, who placed a multi-page look books on thicker paper stock, allowing their content to be more notable as reader's browsed the magazine. Many of the brands seen in the look books are also advertising partners of W magazine, including Valentino, Alexander McQueen and Saint Laurent.



VALENTINO



*Saks Fifth Avenue fall look book, as seen in W magazine's September issue*

Adding an element of reader interaction, brands such as Armani, Saint Laurent and Burberry placed fragrance sample strips.

The issue was concluded by an outside back cover ad from Gucci. The outside back cover was placed as a continuation of its front of the book, fall/winter 2016 campaign.



[shimmering electronic tones]

GUCCI

gucci.com

*Gucci fall/winter 2016 as seen in W magazine's September issue*

Print in the future

In his editor's note, W magazine's editor in chief Stefano Tonchi explains to readers how in his job the future of print magazines in the digital age is an "unavoidable topic of discussion."

Mr. Tonchi says, "I firmly believe that content will always matter and, at least judging by my frequent visits to the newsstand, magazines are still going strong. And yet, as we all know, millennials get their information – and seek their guilty pleasures – via their mobile devices."

With this all in mind, W magazine redesigned its Web site as a response to reader behavior. The publication has also expanded its social media presence. The collector's edition, fitted with a one-off logo and special graphics by art director and co-founder of i-D magazine Terry Jones, is also part of the redesign project.

These adaptations are necessary as mobile is now preferred over print magazines for both fashion inspiration and sales.

Apparel retailers typically bet heavily on women's magazines to drive inspiration heading into the fall and are overlooking the opportunity on mobile, where consumers are spending six hours every week looking at fashion, according to a new survey from GPShopper.

The September issues of women's magazines are traditionally the biggest of the year as an influx of advertising dollars translates to hefty tomes. However, GPShopper's survey reveals that 39 percent of U.S. consumers prefer getting their fashion inspiration from their mobile phones over magazines because it is easier to make a purchase when they see something they like ([see story](#)).

"The September issue is part of our larger strategy to make the print magazine collectible and to create a special, luxurious experience for both our readers and our advertisers," Ms. Kriz said.

"At the same time, we are building scale in digital and expanding our presence across platforms. Recently, we have introduced a new positioning for Wmag.com chronicling the new society: the people, the places, the parties, the conversation, 24/7 and relaunched our Web site," she said.

"We have quadrupled our digital staff, increased content production and launched new digital and social media franchises, with a focus on storytelling in feed. We've grown more than 50 percent in terms of our digital audience, and we continue to expand. To date, our total audience is more than 9 million across all platforms."

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