

MEDIA/PUBLISHING

Architectural Digest touts fashion industry abodes for September edition

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Architectural Digest, September 2016 cover

By JEN KING

Fashion brands rallied together for a visit inside the super-stylish spaces of industry insiders for the September issue of Cond Nast-owned shelter title Architectural Digest.

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September issues are dominated by fashion coverage for the season ahead, but as a shelter publication, Architectural Digest gets to delve into the personal lives and spaces of the industry's most well-known figures. The September issue of Architectural Digest featured U.S. fashion designer Marc Jacobs' home on the cover with a cameo from his bull terrier, Neville.

"The old saw in marketing says dogs, children and sex move product," said Chris Ramey, founder/CEO of Affluent Insights, Miami, FL. "The new saw adds celebrities.

"Neville brings engagement to Architectural Digest and humanizes Marc Jacobs; one of their prime prospects," he said. "Engagement drives sales and loyalty.

"A shared love for dogs endears prospects. Social activation illustrates that that people buy values; not products."

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

Architectural Digest did not respond by press deadline.

Inside the homes of fashion

Architectural Digest's cover shows a foyer and staircase in Mr. Jacobs' Greenwich Village, NY home. Neville is seen sitting center to the staircase, and a caption encourages readers or those who see the issue on newsstands to follow the bull terrier on Instagram.

Neville is Instagram-famous and his photogenic qualities have recently been documented in a book release.

Written by Nicolas Newbold, Neville's studio manager, "Neville Jacobs: I'm Marc's Dog" compiles pictures that show the pet's glamorous lifestyle, whether partying with models or hanging out with his owner at the Marc Jacobs studio. Available this September, the book is being used as a fundraiser for a dog-centric organization ([see story](#)).

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY

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Architectural Digest's September 2016 cover

Architectural Digest's cover synced with an editorial feature penned by exploring the home in the September issue's well. Photographs of Mr. Jacobs' home were taken by Francois Halard and include interiors by Paul Fortune Design Studios, Gachot Studios and Thad Hayes, Inc., among others.

The publication's September issue opened with an inside front cover advertisement placed by Italy's Loro Piana.



Loro Piana ad seen in Architectural Digest, September 2016

The front of the book, given that the issue aligns with September fall fashion, was dominated by apparel and accessories brands. For example, French leather goods maker Herms promoted its fall/winter 2016 Herms by Nature campaign.

Also seen was an effort by Louis Vuitton. Fashion brands were joined by jewelers as well with ads placed by Bulgari and Patek Philippe in the front of the book.

Opposite the table of content, Bottega Veneta showed off its fall fashions as did shopping pavilion Highland Park Village in Dallas.



Bottega Veneta ad seen in Architectural Digest, September 2016

Highland Park Village offers shops such as Alexander McQueen, Balenciaga, Dior, Jimmy Choo and Tom Ford, among others.

Elsewhere in the September issue of Architectural Digest interior brands such as Minotti and Brizo were represented, as were Knoll, Jenn-Air, DDC and Stark Carpet.

Fendi Casa, choosing its interior decor label over its fashions, promoted its living room furnishings.



Fendi Casa ad seen in Architectural Digest, September 2016

Additional high-end advertisers to appear in Architectural Digest's September issue included Cadillac, Brunello Cucinelli and Van Cleef & Arpels.

The issue's interior back cover saw home interiors brand Uttermost place an ad. Architectural Digest's issue was closed by an exterior back cover by Rolex.

Fashion reads at home

Architectural Digest's content and advertising space often marries fashion with interior design.

For example, Louis Vuitton and Chanel were among the luxury advertisers who found "a place in the sun" within Architectural Digest's June 2015 issue.

Further proving the parallels between fashion and interior design, the advertising space in the June edition of the

Cond Nast-owned shelter publication lent support to the month's content, more specifically the Saint Tropez, France, home of Italian designer Giorgio Armani. Giving an insider's view at Mr. Armani's home in the south of France personalized his designs by showing his private life as inspiration for his apparel and home decor ([see story](#)).

Similarly, Louis Vuitton and Herms were among the luxury fashion houses "always in style" that grace the pages of Architectural Digest's September 2014 edition.

Although Architectural Digest is a shelter publication, fashion and home interiors and design go hand-in-hand for affluent consumers who strive for luxurious aesthetics among all aspects of their lives. To continue this natural relationship, Cond Nast's Architectural Digest visited the homes of various fashion designers to bring the point home ([see story](#)).

"Architectural Digest is the Bible of the design industry; it's readers are affluent," Mr. Ramey said. "Luxury brands seamlessly tap into their audience.

"Furthermore, the ads are more effective because they're seen outside the normal purview," he said. "The more a reader expects to see a brand ad, the less likely it is to be effective.

"Luxury brands pop in a design publication. Likewise, design brands pop in publications outside of shelter."

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