

MEDIA/PUBLISHING

## Style.com touts relaunch in first advertising campaign

September 22, 2016



*Style.com advertising campaign*

By STAFF REPORTS

Cond Nast's newly launched ecommerce platform Style.com is making its advertising debut in the pages of British Vogue and GQ.

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

Style.com, once an online fashion publication in the Cond Nast stable, has been rebranded as a luxury shopping experience that enables readers to peruse and buy curated merchandise selected by magazine editors. Now that Style.com has launched in the United Kingdom, the media company is getting the word out through the pages of two of its fashion-centric titles.

### Content meets commerce

Style.com launched in early September in the U.K., with additional premieres in markets including Europe and the United States slated for later this year. Presently, consumers can shop edits from British Vogue and GQ editors on either Style.com or the respective magazines' Web sites via a shopping layer.

With the new Style.com ecommerce platform, Cond Nast readers will be able to scan items in the print magazines with their devices to make a purchase, shortening the path between editorial and commerce. In addition to fashion, Style.com will sell upmarket beauty, travel services and technology.

Style.com is meant to reach the 300-million strong readership of the company's 140 magazines and more than 120 Web sites as well as an extended audience ([see story](#)).

The ecommerce platform is defining its editorial positioning through ads running in the November issues of the British editions of Vogue and GQ. The Style.com team took runway and product imagery and formed a kaleidoscopic collage peppered with shopping icons.

Alongside the imagery is the tagline, "Own the inspiration."



### *Style.com advertising campaign*

"The Style.com campaign evolved from the same place as our fashion vision - we wanted to visually represent the feeling of being pulled into a kaleidoscopic world of beautiful clothes and accessories, presented in unexpected, enticing ways," said Jane Gorley, creative director of Style.com, in a brand statement. "It's psychedelic but still familiar, and will draw people in to explore the wonderful world of the new Style.com."

Adding a playful touch, the ads in British Vogue feature reusable stickers. Developed by Style.com alongside the Vogue team, this marks the first time British Vogue has run a sticker campaign.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.