

MEDIA/PUBLISHING

Town & Country celebrates 170 years of good taste, heritage for October issue

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Christy Turlington-Burns wishing Town & Country a happy anniversary

By JEN KING

Hearst's Town & Country is ringing in 170 years in print alongside advertising partners such as Ralph Lauren, Cartier and Christian Dior.

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Town & Country was launched by editors Nathaniel Parker Willis and George Pope Morris in November 1846 with content that would "instruct, refine and amuse" at its core. As the oldest continuously published lifestyle magazine in the United States, Town & Country is ensuring the legacy of its approach will continue undisturbed into the future, with its 170-year anniversary October issue.

"We actually found the original editors letters in our archival research for the 170th," said Stellene Volandes, editor in chief of **Town & Country**. "The two founders put forth a mission from the very beginning to create a magazine that would 'instruct, refine and amuse.'"

"We do that with every issue with our own mission to make a magazine for readers that is one of a kind, not just because of its singular history, but because of the singular ideas presented inside," she said. "Nicoletta Santoro, creative director at large, worked for a year to convince iconic fashion houses to let us into their archives to select pieces from the past that resonated today, and the portfolio she created with photographer Sarah Moon is a work of art itself."

"Brandon Maxwell dressing icon Lynn Wyatt? An essay on self-reliance by Martha Stewart, how to handle school rejection letters by Jessica Seinfeld, the key to being the life of the party by Jean Pigozzi, and the best way to avoid the rich jerk trap by Andrew Ross Sorkin?"

"These are the kinds of carefully considered and artfully assigned and photographed stories that keep print so necessary and compelling," she said. "Town & Country editors are intent on bringing one of a kind ideas like these to life in every issue."

An issue 170-years in the making

Town & Country's 170th anniversary issue offered three cover images of supermodel and activist Christy Turlington-

Burns. One version of the October cover shows Ms. Turlington-Burns standing next to a white horse, contrasting her black-and-white outfit.

A second cover spoke to Town & Country's momentous achievement of 170-years in print. In the image, Ms. Turlington-Burns was shown in a fuchsia party dress in the backseat of a car. In her hands she holds a small cake with a single gold candle and "T&C 170" written in a golden font.

Town & Country's third cover concept for the October issue showed Ms. Turlington-Burns in a dress shirt and pearls, giving her young daughter a lift on her back.



Town & Country's October cover for its 170th anniversary

October's Town & Country began with an inside front cover advertisement by Ralph Lauren. Set among two full page spreads, Ralph Lauren showed off its latest apparel and accessories collection for women.

Looking for added visibility itself, Italian cashmere brand Loro Piana promoted its apparel in a two page advertisement as well.

Cartier followed with promotions for a new high-jewelry collection titled "Cactus de Cartier." The ad pages show two variations of rings that resemble the shape and color of cactus plants.



Cartier, as seen in Town & Country, October 2016

Within the front of the book, advertisements were seen from Este Lauder, Dior, Rolex, Max Mara and other advertising partners such as Harry Winston, Lancme, Patek Philippe and Chanel fine jewelry.

At the issue's table of contents, the listing is balanced out by Louis Vuitton's fragrance campaign with brand ambassador Lea Seydoux. The campaign is the brand's reentrance into the fragrance category after a decades-long

hiatus (see story).



Louis Vuitton, as seen in Town & Country, October 2016

Town & Country's table of contents was also framed by efforts from Bottega Veneta and Armani promoting women's ready-to-wear.

Within the well of the magazine marketers such as Tiffany & Co., Fendi Casa and Graff Diamonds promoted various elements of their brands.

Many of the ads seen within Town & Country's 170th anniversary issue offered words of congratulation by its marketing partners such as Este Lauder, Del Gatto and others.

Looking to stand out in a well-rounded, lush ad space, Givenchy sought visibility with the inclusion of a beauty campaign printed on thick, glossy paper stock.



Givenchy, as seen in Town & Country, October 2016

With the issue's bridal feature, Oscar de la Renta promoted its wedding gowns and De Beers' Forevermark showcased its engagement ring settings.

Town & Country concluded with an ad placed by Swiss watchmaker Breguet for its Reine de Naples collection.



Breguet, as seen in Town & Country, October 2016

"Town & Country's history is part of every single issue. It's a privilege for us to edit a magazine with such a clearly defined point of view and our challenge to apply that history to what is relevant today," Ms. Volandes said.

"Sometimes the influence of our heritage is clear, like in Patricia Bosworth's excellent essay on Town & Country's own Slim Aarons, one of the most Instagrammed photographers on the planet, or Sadie Stein's keen analysis of the modern Grande Dame, both in the October issue.

"Sometimes we turn history on its head. We have covered jewelry like no other magazine for more than a century," she said. "For the anniversary issue, we photographed pieces from some of the most historical jewelry houses in the world on the generation we call the Instagram heiresses: Young women with over a million followers draped in an equal amount of diamonds.

"Our very T&C way of weighing in on the new social currency, with a bit of a wink of the eye."

What makes T&C?

To celebrate its milestone anniversary, Town & Country put together a "Legends List" of 170 invincible ideas, objects and icons. Supported by its advertising content which displayed the same level of curation and quality, the list included items by Hermès, Ralph Lauren, Jaguar and Brunello Cucinelli.

Also seen were jewelry pieces by John Hardy and David Yurman and watches from Breguet, Patek Philippe and Blancpain. Beauty was also covered with personal care products such as Dior lipstick, Tom Ford perfume and La Prairie skincare.

Speaking to those who enjoy finery in life, experiences were also considered including membership, privacy and things that make a Town & Country home. Lastly, never straying from its good humor, number 170, a good lawyer.

Similarly, 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.

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 ([see story](#)).

"Town & Country's 170th Anniversary Issue is the biggest October portfolio of advertising since 2000," said Jennifer Levene Bruno, vice president and publisher of [Town & Country](#). "Marketers recognize how much legacy matters. And it is so alive in the pages of Town & Country.

"They were attracted to this special 'Collector's Issue' because of our spotlight on how the most forward thinking minds are playing with heritage," she said. "They want to be aligned with similar products, places, people and ideas that have either stood the test of time or have been deemed instant classics.

"Town & Country is in a unique position in the marketplace in that it attracts a multi-generational audience. The ultimate filter is taste each issue is essentially a Guide to Good Taste."

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