

MEDIA/PUBLISHING

Esquire UK brings editorial coverage to life in 4-day townhouse stint

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10-11 Carlton House Terrace in Central London's St. James

By JEN KING

Hearst-owned men's lifestyle publication Esquire is taking over a London townhouse to illustrate the convergence point of style and substance.

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In partnership with French apparel house Christian Dior, the four-day event series Oct. 13-16 will take place in a townhouse at 10-11 Carlton House Terrace in Central London's St. James district. Media brands have turned to events programming to engage with audiences on a personal and memorable level by bringing covered content to life.

"Events with a purpose are effective in creating relationships and engagement," said Chris Ramey, president of [Affluent Insights](#), Miami. "Nailing the luxury code is essential to success.

"The affluent are more judicious with their time than their money," he said. "Meeting others who are best in their category is attractive to those who consider themselves the same.

"Esquire's agenda confirms the evolution of attracting high-net-worth individuals. Movie and television celebrities are losing their ability to pull at events."

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

[Esquire](#) did not respond by press deadline.

Welcome to my house

Esquire magazine invited its readers to The Esquire Townhouse through its social media accounts, a sure way to ensure attendance and transmit details of the event. The related link directs interested readers to an editorial feature outlining the program's one-off events.

The Esquire Townhouse's program includes live interviews, activities, exclusive screenings and masterclasses geared toward Esquire's discerning, stylish male readership.

On Oct. 14, The Esquire Townhouse attendees can take part in a butchery masterclass and lunch hosted by Tart

London, sit in on an interview with actor Jeremy Renner, attend a panel on men's style or attend an exclusive screening of Ron Howard's "Inferno" with a Q&A session with the director to follow.

Friday's programming includes a conversation with photographer Terry O'Neill, a session on how to begin a watch collection and a look back at the most memorable moments in sports in the last 25 years with Sky Sports.



Promotional banner for The Esquire Townhouse in London Oct. 13-16

Oct. 15 sees events such as a "secret yoga" session, fitness and nutritional classes, a savory cocktail demonstration and a number of tasting options. The day's programming also includes a supper club and the option to attend the exclusive United Kingdom premiere of Tom Cruise's new film, "Jack Reacher: Never Go Back."

The Esquire Townhouse's final day of events a historical talk on how drugs in Nazi Germany shaped World War II, a discussion with author Nick Hornby and film screening and Q&A for the movie "Trainspotting."

Although the aforementioned events are ticketed and subject to availability, readers are able to visit The Esquire Townhouse for free. By registering, readers can stop by Carlton House Terrace to relax, explore or grab lunch, dinner or drinks at The Esquire Townhouse's in-house restaurants from noon to 11 p.m.

When an event is attended after 6 p.m., attendees receive a complimentary welcome drink. Also, for event tickets marked "Montblanc cardholder," attendees will receive a leather card holder gifted by Montblanc.

Event information can be found [here](#).

An open book

Over the course of the four-day series, Esquire is opening its doors to showcase its lifestyle knowledge of the men's lifestyle and fashion category. Other titles have organized similar events that work to give a magazine face time with its readership in a fun, educational and interactive way.

For example, Cond Nast-owned Vogue Paris is calling on fashion enthusiasts to partake in the first edition of the Vogue Fashion Festival in Paris Nov. 4-5.

Intended for professionals and fashion lovers, the two-day event will see debates, discussions and master classes meant to inspire and provide food for thought. The inaugural Vogue Fashion Festival will be hosted by Vogue journalists, celebrities from the industry, giving readers the opportunity to learn from firsthand experience ([see story](#)).

Similarly, lifestyle publication Robb Report delved into readers' passion points with the introduction of an online broadcast series presented in real time.

Robb Report's first-ever live Master Class concentrated on fine watchmaking, a core pillar of the publication's coverage and a topic of interest among countless discerning readers. Robb Report's first in the Master Class series was held Aug. 30, with Swiss watchmaker Patek Philippe participating in the hour-long discussion ([see story](#)).

"Esquire must reaffirm its status as an authority in menswear," Mr. Ramey said. "In luxury, you do so one client at a time.

"Tapping a trend stimulates interest," he said. "It also allows you to take credit for the trend.

The venue, branded as The Esquire Townhouse, allows for a more relaxed environment; perfect for creating new relationships."

