

MEDIA/PUBLISHING

## WSJ. Magazine unites fashion, technology in October book for multi-generational read

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**WSJ.**  
THE WALL STREET JOURNAL MAGAZINE



*Gigi Hadid on WSJ. Magazine's October 2016 cover*

By JEN KING

Van Cleef & Arpels, Louis Vuitton and Cline gathered in the advertising pages of WSJ. Magazine's October edition to tout their generational appeal to the lifestyle publication's audience.

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WSJ. Magazine's October issue explored the intersection of fashion and technology, with support from the leading luxury advertisers and editorials spotlighting Snapchat CEO Evan Spiegel and "social media and fashion darling," model Gigi Hadid. Each month, WSJ. Magazine's content reflects the passion points of its discerning readers, with profiles of notable individuals and hot topics.

"WSJ. Magazine's stunning October cover carries the word 'Spellbound' and that is very much the word I would use to describe the relationship our marketers have with this brand," said Anthony Cennamo, vice president and publisher of [WSJ. Magazine](#), New York.

"This month, editor in chief Kristina O'Neill and her team explored the intersection of fashion and technology, which had wide appeal for our partners as the two industries are becoming ever more closely tied," he said. "Advertisers recognize that WSJ. Magazine's mix of content creates connection points for readers across generations and platforms, whether it's Gen Xers reading our features in print or millennials viewing the stories on via Snapchat

"One of the things that our readers share is their drive. They are driven by success and ambition, making them the ideal audience for marketers."

### Spellbound

The October edition of WSJ. Magazine featured Ms. Hadid. The young model's image was captured in black-and-white, with the final cover given a silver tone to capture Ms. Hadid's "magic" and spell-binding qualities.

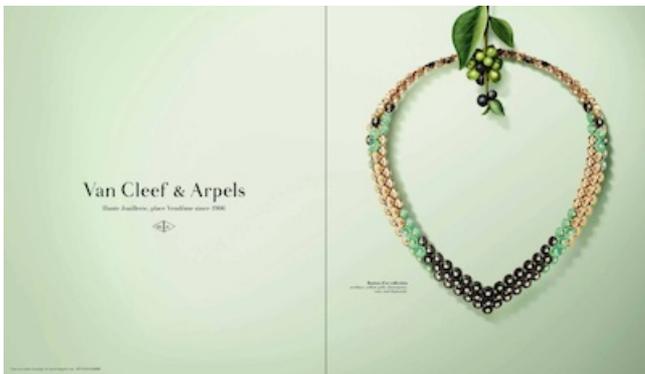


*Gigi Hadid on WSJ Magazine's October 2016 cover*

"This issue was up 2 percent in advertising a testament to the influence of our readers, who are the earliest of early adopters," Mr. Cennamo said. "They are the first to try and the first to buy across categories, and their actions influence those of their peers, who look to them for introductions, inspiration and advice.

"This is why I like to think of our readers as brand determinators," he said. "The October issue is the ideal way for marketers to stay top of mind at the exact moment when consumers are putting final touches on their fall wardrobes."

French jeweler Van Cleef & Arpels kicked off the issue with an inside front cover effort showing its Bouton d'or collection, which resembles small berries on a vine, in yellow gold, chrysoprase, onyx and diamonds.



*Van Cleef & Arpels ad placed in WSJ Magazine, October 2016*

The front of the book saw advertisements placed by Louis Vuitton for its revitalized fragrance category, Bulgari, Hermès, Saint Laurent Paris and David Yurman.

Also seen were ads by Loro Piana, Cline, Ermenegildo Zegna and Rolex.



*Cline ad placed in WSJ. Magazine, October 2016*

Opposite the table of contents, Armani placed an effort for its Frames of Life eyewear campaign. Others who took our this position were Dolce & Gabbana and Chlo.

The table of contents listing was broken up by Ms. Hadid's Stuart Weitzman fall/winter 2016 campaign.

Ensuring that the campaign reads as authentic to consumers familiar with Ms. Hadid and Stuart Weitzman, the brand found inspiration in the model's real-life workout routine. The effort, which shows footwear from the fall 2016 collection, captures Ms. Hadid's "power, agility and gracefulness with vigorous energy" ([see story](#)).



*Stuart Weitzman ad featuring Gigi Hadid placed in WSJ. Magazine, October 2016*

Within the content well, WSJ. Magazine ad partners such as Bottega Veneta, Tod's, Dior horology, Piaget, Graff Diamonds, David Webb and Brioni took out pages for their latest ad campaigns.

Given that October is dubbed WSJ. Magazine's winter travel issue, hospitality brands took the opportunity to place ads that would resonate with both the title's content and audience.

The travel and hospitality sector was represented by The Peninsula, NetJets, St. Regis, Hotel Cafe Royal in London and Sentient Jet.

WSJ. Magazine's October book concluded with an outside back cover placed by Cartier. Given the magazine's ties to New York, Cartier promoted the grand reopening of its Fifth Avenue flagship ([see story](#)).



*Cartier ad placed in WSJ. Magazine, October 2016*

#### Technology trending

The boundaries between fashion and technology are continuing to blur, recreating the runway calendar, retail traditions and consumer expectations.

For example, London Fashion Week hosted 83 designers and 5,000 guests from 58 countries. Many more watched runway shows streamed online, devoured Instagram images, followed Instagram and Snapchat stories in real-time, bought runway stuff immediately online and followed the happenings on Twitter ([see story](#)).

Burberry, for instance, promoted its first full, direct-to-consumer runway presentation with consumer activation touchpoints found across social media channels.

The brand presented during London Fashion Week Sept. 19, with the more than 250 pieces from the September collection becoming available for purchase in real time once they have walked the runway. Noting the change in consumer expectation and behavior, Burberry has refined its runway and retail strategies to be "seasonless, immediate and personal" to keep its global audience top of mind ([see story](#)).

As a culturally well-informed and business-savvy lifestyle supplement, WSJ. Magazine is spot on in identifying current trends in its editorial pages. Similar to any heritage brand, maintaining relevancy in an ever-changing, quickly evolving landscape is key to continued success and consumer interest.

"Our readers turn to WSJ. for the same editorial excellence that they find in the newspaper," Mr. Cennamo said. "They come for business insights and profiles as well as breathtaking photography and distinctive fashion news.

"Kristina O'Neill absolutely delivered on every level with this issue," he said. "The editorial content is so rich. There is, of course, the global exclusive with Evan Spiegel, CEO of Snap Inc. (formerly Snapchat) on the company's first hardware product, Spectacles, as well as their renaming.

"The news breaking piece was photographed by Karl Lagerfeld. And of course, there's also the stunning 16-page fashion portfolio featuring Gigi Hadid shot by Inez and Vinoodh."