

MEDIA/PUBLISHING

## Robb Report spotlights collectors' next must-haves in November edition

November 23, 2016



*Robb Report, November 2016*

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By JEN KING

Lifestyle publication Robb Report is aiding its audience in deciphering what to collect next in its November issue dedicated to luxury investments.

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Increasingly, consumers are gravitating toward experiential activities and moving further away from material goods as wealth signifiers, but the collection of timepieces, art and automobiles is still a strong interest among the affluent. With its editorial coverage firmly implanted in these categories, Robb Report's November issue is a trusted source to dispense "expert insights" on investments.

"Robb Report is the leading voice in global luxury, and has held that industry-leading position for an historic four decades," said David Arnold, executive vice president, publishing director of **Robb Report**. "Our discerning and exceptionally affluent audience looks to us for products, experiences and content that informs and inspires.

"Robb Report readers want to be the first to know, the first to experience, the first to covet and of course the first to acquire," he said. "Our November issue offers the perfect guidebook for how to do just that - from investing in diamonds, which have garnered upwards of \$50 million at auction as of late, to collecting and investing in rare wines from under-explored regions with the help of Master Sommelier Ian Cauble."

Look at this stuff. Isn't it neat?

According to a recent Knight Frank report, jewelry and watches have increased in term of investments by 3 and 5 percent, respectively in the last 12 months ([see story](#)). Understandably so, Robb Report's November issue's ad pages are heavily populated with advertisements placed by those within the category.



*Robb Report's November 2016 cover*

Robb Report opened with an inside front cover ad from Tiffany & Co. and was followed by a men's watch effort placed by Patek Philippe.

The front of the book continued with ads by furrier Dennis, apparel brand J.Mendel. Watchmaker Franck Muller also took out a full page spread, displaying two different watch styles, in the November edition.

Jewelry's domination of Robb Report's November ad space continued with a concentrated appearance at the publication's table of contents. The section was opened with a Dior fine watch campaign and was joined by jewelry efforts by British lifestyle brand Asprey, watchmaker Richard Mille and colored-gemstone miner Gemfields.

A Story in Every Gemstone

**GEMFIELDS**

Passion, Protection, Prosperity  
Responsibly sourced Mozambican rubies by Gemfields  
www.gemfields.co.uk

*Gemfields ad seen in Robb Report November 2016*

Once in the content well, jewelry continued its efforts to grab the attention of readers. Notable ads were placed by Bulgari, Harrods, specifically for its jewelry and watch floors, Graff Diamonds, Faberge and Parmigiani.

November's Robb Report also saw the inclusion of a special advertising section dedicated to yachting. Among the manufacturers to participate were brands such as Benetti, Sunseeker, Dominator, Monte Carlo and Burgess.

Additional sectors to be represented in the issue was travel with ads by Four Seasons, Crystal and The Venetian. Private aviation providers such as Wheels Up and home furnishings by Fendi Casa and Hastens were also seen.



MAGIC MOMENTS  
THERE IS ONLY ONE HARRODS

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GLENN SPIRO GRAFF HARRY WINSTON LORRAINE SCHWARTZ MIKIMOTO PINGET  
THEO FENNEL TIFFANY & CO. VAN CLEEF & ARPELS

The Fine Jewellery Room, Ground Floor

+44 (0)20 7730 1034 harrods.com

Harrods

*Harrods campaign seen in Robb Report November 2016*

The issue concluded with an outside back cover ad for Swiss watchmaker Ulysse Nardin.

Robb Report had another incredible month in November, up 22 pages for the issue which equates to 18 percent growth year over year. Year to date, we're up 15 percent," Mr. Arnold said.

"This edition ran the gamut of collecting from fine jewelry and timepieces, vintage automobiles and motorcycles, rare art and home design, and even the newest menswear suiting styles coming from our own New York streets," he said. "And with a continuous stream of expanded content available on RobbReport.com, the November edition absolutely served its 'What to Collect Next' purpose offering readers a curated manual by category and passion.

"Our brand partners saw the incredible strength of our 40th Anniversary issue, and with an edition immediately following that offered a theme so perfectly in sync with Robb Report's expertise, November was the perfect home for both iconic luxury and trendsetting brands. And with inspired featured pieces from Amar'e Stoudemaire and Reggie Jackson, this issue really did offer something for everyone, and every taste."

A trusted source

Last October, Robb Report compiled a list of the world's 50 most influential collectors to salute these individuals among industry experts and their peers.

Robb Report has extensive listorials that cover everything from the best automobiles of the year and cannot-be-missed travel destinations to extraordinary holiday gift ideas and goods that are simply "the best of the best." Given the title's authority in the luxury goods space, its audience gravitates towards its editorial listings as a source of trusted advice and recommendations put forth by its knowledgeable editors and contributors ([see story](#)).

"Robb Report is regarded as the single most influential journal of living life to the fullest," Mr. Arnold said.

"We consistently cover the newest in what matters most to our sophisticated audience and this edition stays true to that mission serving up compelling, and relevant content that not only showcases incredible product, but offers curated insights into directional topics from Robb Report editors and wealth of contributors, each of whom are experts in their respective categories," he said.

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