

MEDIA/PUBLISHING

Robb Report goes big, small and once-in-a-lifetime in 2016 Ultimate Gift Guide

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Robb Report, December 2016 cover art

By JEN KING

Chanel, Breguet and Ralph Lauren were among the brands vying for holiday gifting consideration in the December edition of Robb Report.

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Ensuring visibility during the crowded holiday gifting season is a monumental task, but for luxury brands, aligning with proper channels certifies exposure among target audiences. Readers of Robb Report return each month to explore its editors picks of the "best of the best," and the holidays is no exception as the publication continues to explore the "bounds of human creativity and connoisseurship" in its 33rd annual Ultimate Holiday Guide.

"Robb Report's Ultimate Gift Guide is now in its 33rd year," said David Arnold, executive vice president and publisher of **Robb Report**. "Well-established with the luxury consumer, it has become a 'must buy' for marketers.

"At its core, the notion of experience and luxury consumption interwoven is incredibly popular and we certainly execute in a very unique way by adding one-of-a kind products and experiences," he said.

Shoppers' delight

Robb Report's December issue included a gifting-themed cover image depicting a man holding a stack of presents in his arms as he unlocks the door to a limited-edition, 70th anniversary \$300,000 Bristol Bullet speedster, included in the magazine's listing of 31 "greatest gifts of the season."



Robb Report's December 2016 cover art

In terms of advertisements, the December issue, which was up 12 percent for the year in ads, began with an inside front cover effort placed by Chanel for its fine jewelry. Chanel opted for a gatefold ad to display the Coco Crush and Signature de Chanel collections.

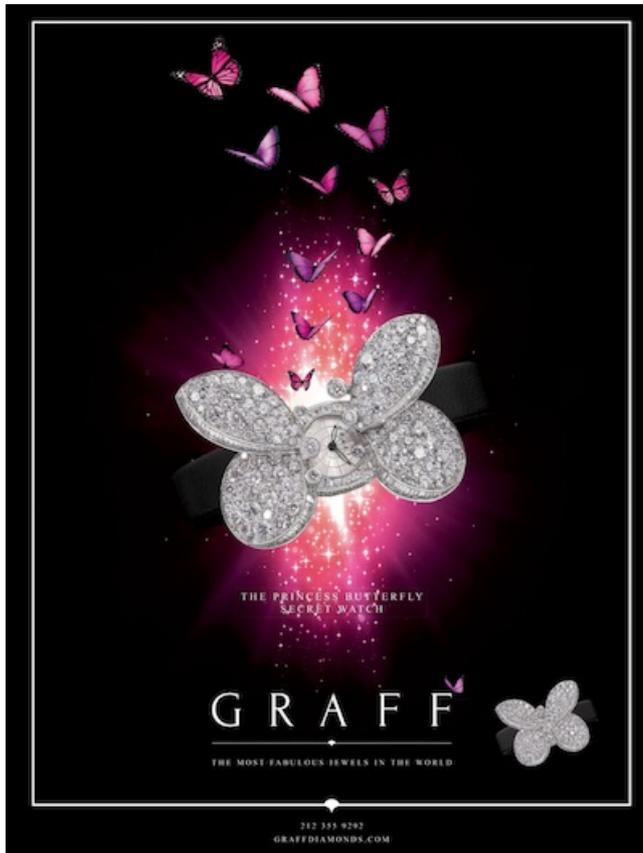
As a whole the issue's front ad pages were dominated by jewelry and watch efforts, as the sector tends to be a marker of special occasions more so than other product categories.



Panel from Chanel's gatefold jewelry ad, as seen in Robb Report December 2016

In addition to Chanel's placement, the front of the book included watches by Breguet, Ralph Lauren and Blancpain, among others. David Yurman displayed a pair of colored-gemstone earrings showing its more high-end offerings rather than its casual, everyday pieces.

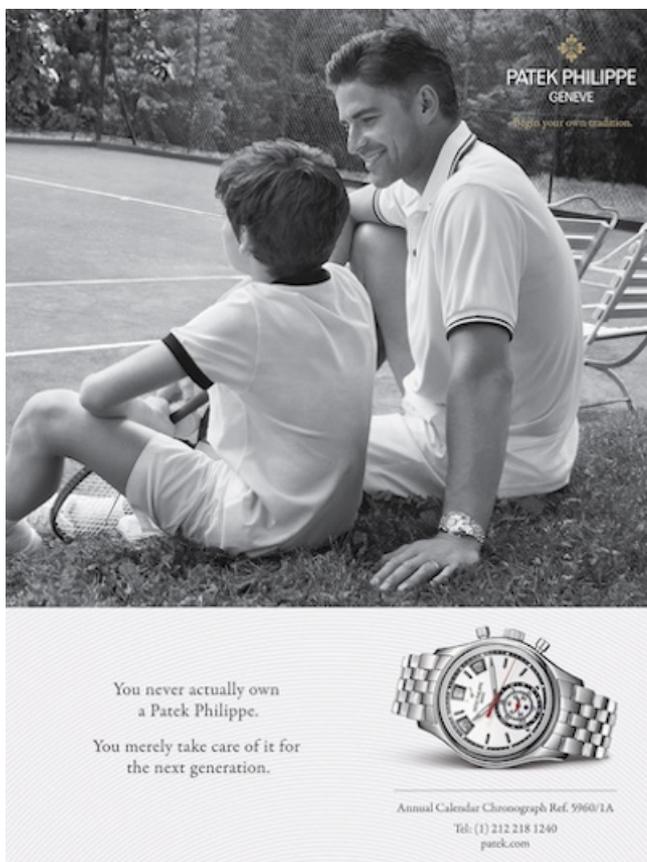
Robb Report's table of contents was balanced by formal wear by Dior Homme as well as women's watches by Graff Diamonds and Richard Mille timepieces for men.



Graff Diamonds ad seen opposite Robb Report December 2016's table of contents

Within the content well brands such as Nirav Modi, Asprey, Gemfields, Martin Katz, Ulysse Nardin and Parmigiani were present. Outside of the watches and jewelry category, brands such as Ermenegildo Zegna, Ghurka, McLaren and Armani Hotel Dubai, United Arab Emirates were present.

The issue's inside back cover promoted Lamborghini while the outside was taken by Patek Philippe. The Swiss watchmaker's motto of "You never actually own a Patek Philippe. You merely take care of it for the next generation" is an appropriate tagline for holiday gifting.



Patek Philippe appeared on the outside back cover of Robb Report December 2016

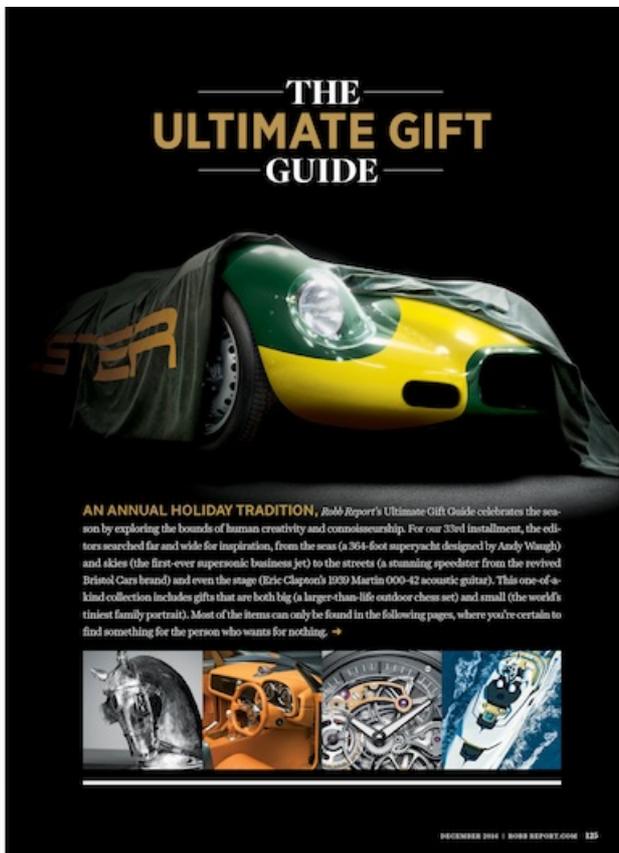
Give the ultimate gift

A major component of Robb Report's December issue was its Ultimate Gift Guide which includes 31 of "the greatest luxury gifts the season has to offer."

Curated by Robb Report's editors throughout the year, the one-of-a-kind, Ultimate Gift Guide includes items big, small and once-in-a-lifetime.

"The Ultimate Gift Guide seeks to push the limits of what the top artists, engineers and designers are capable of creating if price is no object," Mr. Arnold said. "Each year, we challenge the individuals who participate to present items and experiences that are exclusive to Robb Report and that inspire and excite even the most sophisticated and jaded consumers.

"We ask them to push the limits of ingenuity and imagination, and whether they're in the fields of aviation, marine architecture, winemaking, the culinary arts, travel or automotive engineering deliver something truly one of a kind," he said.



Opening page of Robb Report's 2016 Ultimate Gift Guide

Items included a \$3.5 million larger-than-life outdoor chess set, the world's tiniest family portrait for \$120,000 and experiences such as a Robb Report "takeover." The once-in-a-lifetime opportunity invites one reader and 23 friends to the magazine's Car of the Year competition.

The \$899,000 full-session experience includes wine tasting in Napa Valley, CA, private air transportation from Los Angeles to Napa and dining provided by Michelin-starred chefs Thomas Keller of the French Laundry and Christopher Kostow of the Restaurant at Meadowood.

Additional gift suggestions included a \$225 million, 364-foot yacht, a Miami Beach duplex penthouse starting at \$60 million, the first-ever supersonic private jet for \$120 million. Also selected by Robb Report's editors was British guitarist Eric Clapton's 1939 Martin acoustic guitar worth \$1 million and a rare 50-year-old Glenlivet single malt scotch priced at \$25,000.

In year's past, Robb Report's Ultimate Gift Guide included a bespoke tailoring experience by Isaia for \$40,000, a 2 person submarine costing \$1.5 million, a whiskey distillery trip listed for \$2.5 million, a \$250,000 safari getaway and other items varying in opulence ([see story](#)).

For 2014, Robb Report included a \$330 million Aeroscraft flying residence designed by Andrew Winch Designs, capable of carrying a mega yacht and helicopter and a behind-the-scenes panda experience at Zoo Atlanta and China's Wolong National Nature Reserve for \$8.05 million ([see story](#)).

"One of the primary ways in which the guide has changed is in terms of size," Mr. Arnold said. "We used to limit the number of items to 21. But the scope and quality of the number of submissions and ideas has continued to grow, and so we have continued to expand the number of entries.

"Experiences, too, have become a more important part of the mix, as consumers seek to make a personal journey or narrative out of even the purchase of a physical item, such as a new wardrobe or a piece of jewelry," he said. "High-net-worth consumers want to become a part of the story of their favorite luxury brands."