

MEDIA/PUBLISHING

Luxury marketers join Departures' May/June issue for shared cultural expression

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Departure's May/June 2017 cover

By STAFF REPORTS

Luxury players such as Burberry, Louis Vuitton and Ralph Lauren were among the marketers to take advertisements in Departures' May/June edition.

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The travel-themed publication is included as a membership perk for American Express Platinum Card members and features the best in high-end hospitality, lifestyle and luxury. The double issue for the months of May and June included Departures' 2017 Culture Index, a listerial of what the publication's editors consider must-haves, must-dos and not-to-be-missed happenings this coming summer.

Supporting culture

Departures issue opened with Burberry's February collection, inspired by the artwork of British artist Henry Moore.

Burberry was followed by Louis Vuitton's latest collaboration with Jeff Koons. The "Masters" collection has turned a number of masterpiece paintings into wearable art designed by Mr. Koons ([see story](#)).

Louis Vuitton's ad effort in Departures showed actress Alicia Vikander holding a Mona Lisa tote bag with Leonardo Da Vinci's name in metal letting in the center and the initials of Louis Vuitton and Mr. Koons off to the side.



Louis Vuitton "Masters" collection, ad seen in Departures' May/June 2017 issue

Front of the book ads were also placed by Ralph Lauren. Cartier, Patek Philippe, Crystal Cruise, Van Cleef & Arpels, Audemars Piguet and Chopard's jewelry collaboration with pop star Rihanna ([see story](#)).

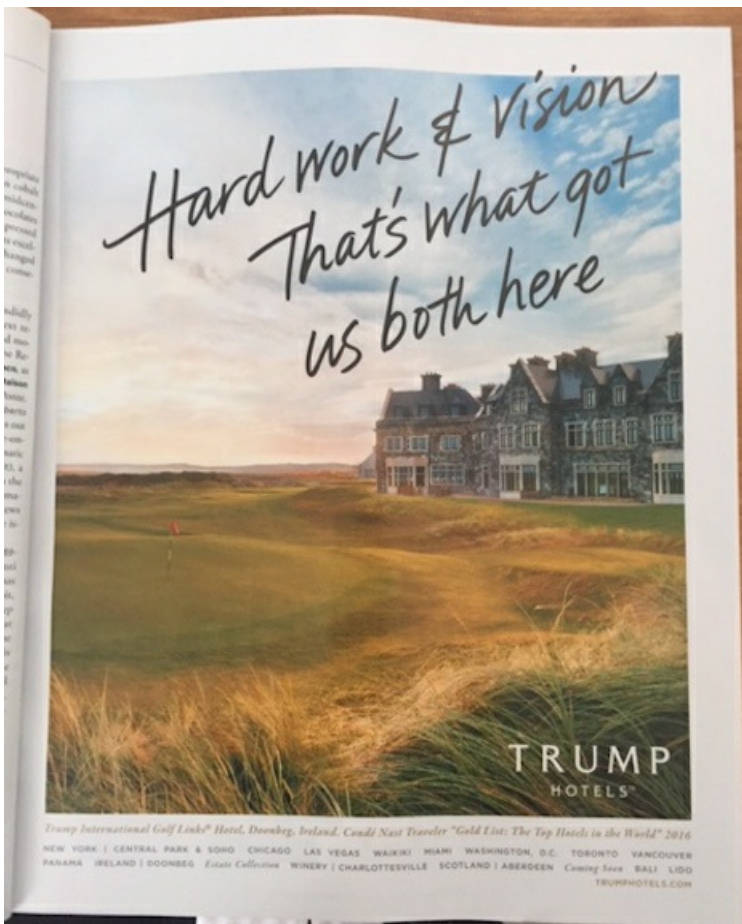
Gucci kicked off the issue's table of contents section. Jeweler David Yurman followed as did campaigns by Dolce & Gabbana eyewear and a multi-page spread by Tiffany & Co. featuring Christy Turlington Burns and Elle Fanning.



Chopard x Rihanna collection, ad seen in Departures' May/June 2017 issue

Further into Departures' May/June well pages luxury marketing continued with spots placed by Tag Heuer, Dior jewelry, Peninsula Hotels & Resorts, Mikimoto, Ulysse Nardin, Mandarin Oriental and Wheels Up, a private aviator.

Trump Hotels also took out advertising in Departures to promote the Trump International Golf Links Hotel in Doonbeg, Ireland. Text overlaying the golf course and property's building read, "Hard work & vision. That's what got us both here."



Trump Hotels Irish golf course single-page ad seen in Departures' May/June 2017 issue

Departures' 196-page May/June edition closed with an outside back cover ad placed by Hermes for its ongoing "Objects of Life" campaign.

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