

MEDIA/PUBLISHING

Architectural Digest promotes “easy living” in July edition

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Faith Hill and Tim McGraw's house as captured in Architectural Digest's July 2017 issue. Image credit: Architectural Digest

By STAFF REPORTS

Appliance brands Wolf and Jenn-Air were among the advertisers angling for attention in the July issue of Cond Nast shelter publication Architectural Digest.

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As consumers' lives slow down in summer, brands offered up ideas for easier summer living, from travel to cooking. With readers likely staging their own getaways, the magazine themed its issue around country homes and properties that are away from it all.

Going away

In the issue, diamond producer Forevermark took the spot across from the table of contents with a minimalist placement featuring a singular piece of jewelry.

As the weather heats up, Jenn-Air looked to help consumers keep their cool with its Obsidian-lined refrigerator.

Further in the issue, Crystal highlighted what it has dubbed "All Exclusive" experiences, its take on all inclusive.



Crystal ad in Architectural Digest's July 2017 issue

Sotheby's International Realty, Corcoran and Douglas Elliman all took out multiple pages, promoting properties available in markets such as Orange County, CA; New York and Greenwich, CT.

Bed maker Savoir highlighted its British craftsmanship, while Gucci charity Chime for Change took the opportunity to raise awareness for its work on Gender Equality with Global Citizen.



Cover of Architectural Digest's July 2017 issue. Image credit: Architectural Digest

The back cover featured a placement from Wolf, which marketed the precision of its ovens.

Editorial features included an exploration of mechanical clocks and an interview with Jonathan Anderson about his first home collection for Loewe. The magazine also provided an inside look at the island home of Faith Hill and Tim McGraw and the makeover of American Ballet Theatre's dancers' lounge.

Architectural Digest has undergone a redesign led by editor Amy Astley, looking to modernize the publication for the social media era.

Digital luxury ad spend will finally overtake print advertising in 2018 among a host of other changes to the luxury advertising landscape.

This data comes from Zenith, whose report on luxury advertising expenditure predicts among other things that display advertising will lose its lead in the near future in favor ecommerce advertising instead. The report represents a good look at how luxury ad spend is changing and what consumers can do about it to stay ahead of the curve ([see story](#)).

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