

MEDIA/PUBLISHING

Robb Report gives July edition the "royal treatment"

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Cover art for Robb Report's July 2017 issue. Image courtesy of Robb Report

By JEN KING

British luxury goods house Asprey and automaker Aston Martin are among the royal warrant-holding brands to be celebrated in lifestyle publication Robb Report's July edition.

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Robb Report's feature offers the title's discerning audience an exclusive and confidential look at the luxurious world of royal warrants. While most royal families no longer have a firm hand in government, the mark of distinction given to their favored brands continues to set royal warrant holders from their peers in terms of quality and excellence.

"The success of any luxury brand no matter how rare or precious its products depends primarily on its relationships with its clients," said Brett Anderson, editor in chief of **Robb Report**, New York.

"So much of brands' efforts in the current environment focus on building these connections to the end user, and in general, no consumers are more demanding or better informed than the members of the world's royal houses," he said. "The brands that have effectively established these longstanding ties to this rarefied group have perfected the art of giving every one of their customers crowned head or commoner the royal treatment.

"They've proved that they not only make great products but also provide the most exceptional service."

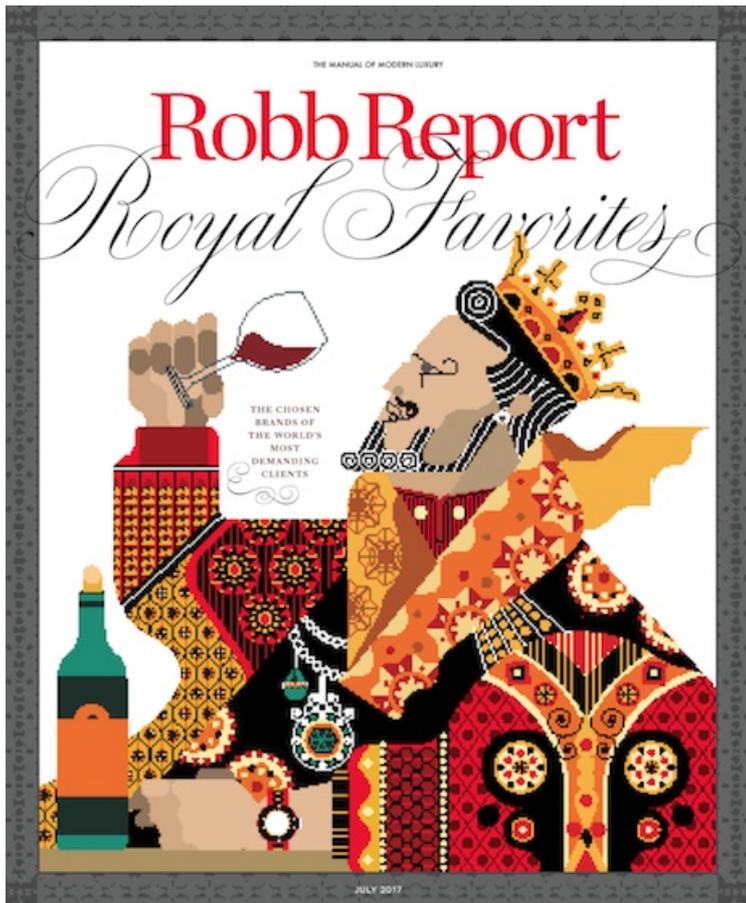
Royal report

As Robb Report explains in its introduction for "The Royal Treatment," patronage by the ruling classes has long been an economic reality for craftsman of the highest level of quality and skill.

From London to Jodhpur, India, royal families throughout history have been the most discerning and demanding clients. As the definition of a luxury goods connoisseur, monarchs have long had their favorite suppliers and brands ranging from fashion houses, automakers, jewelers and even grocers.

As such, favored brands and the relationship between royalty and goods purveyors began to be documented in the Middle Ages.

Per Robb Report, the first known written agreement between a monarch and tradespeople was a royal charter given to the Weavers' Company by Henry II of England in 1115. Today, royal warrants are synonymous with the British royal family.



Robb Report's July 2017 issue is dedicated to royal favorites. Image courtesy of Robb Report

Today's British royal family has issued warrants to more than 800 companies or tradespeople that the monarchy has favored over the years.

These warrant holders include a handful of Robb Report's advertising partners in the July issue, as well as throughout the year, such as Asprey of London, Aston Martin, Cartier, Jaguar Land Rover and others.

Within its feature, Robb Report delves into the storied relationships between the world's most discerning consumers and the brands they shop. Given the closeness between royalty and brand, these warrant holders are well versed in stories, scandals and secrets from where few ever gain access.

Sections include the history of Champagnes and spirits houses, ateliers, leather goods makers, jewelers, automakers, clockmakers and personal care brands that hold royal warrants.

"Our July feature package on royal warrants covers the spectrum of brands, large and small," Robb Report's Mr. Anderson said. "In particular, the editors regarded this issue as an opportunity to showcase some lesser-known companies.

"While our readers will see the familiar names of larger houses, they'll also find some terrific small companies that specialize in very specific areas," he said. "We cover a company that makes Queen Elizabeth II's umbrellas, another that produces rare tartan patterns and another that makes gloves. And much more.

"It's a fun mix of different specialties that readers will find, we hope, both interesting from an historical perspective and useful for sourcing the best-crafted examples of these and other items."

Warrant holders and more

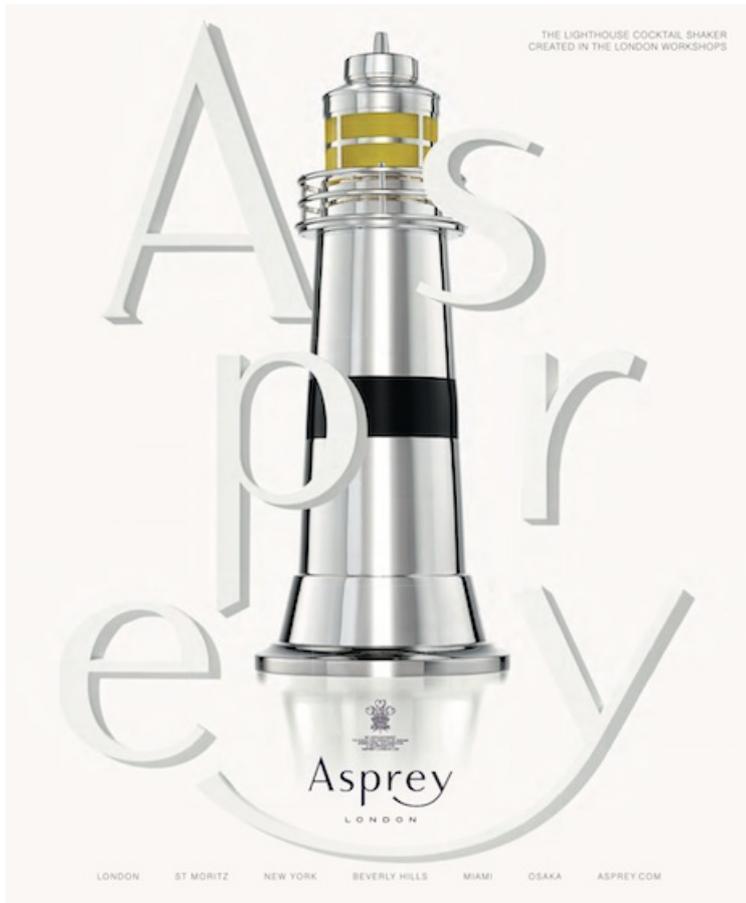
The advertising space in the July issue of Robb Report also supports its luxury positioning.

Robb Report's inside front cover featured an ad from U.S. automaker Lincoln and was followed by a yacht campaign by Benetti, whose vessels are fitted with Rolls-Royce engines.

The front of the book also featured spots placed by watchmaker Louis Moinet and Aston Martin. The British

automaker was founded in 1913 and received its royal warrant in 1943.

Across from the table of contents, where The Royal Treatment takes the lead, royal warrant holder Asprey promotes a London workshop-made silver cocktail shaker made in the shape of a lighthouse.



Asprey's ad displays its royal warrant seal above its logo. Image courtesy of Robb Report

A maker of all sorts of luxury goods, Asprey was established in 1781 and received its warrant in 1982.

Additional ads were placed by watchmakers Richard Mille, Jaquet Droz and Bell & Ross as well as jewelers Faberge and Martin Katz. Travel and hospitality was represented by Four Seasons and Wheels Up, while Stefano Ricci promoted men's apparel and Lexus advertised for its automobiles.

Robb Report's July issue, which totals 192 pages, continues the publication's focus on the primary pillars of luxury.

In June, Robb Report underwent a 360-degree brand refresh to further establish the title as the "manual of modern luxury."

The refresh included a redesigned print magazine, timed to drop with Robb Report's 29th annual "Best of the Best" listorial, and a new, fully responsive Web site. The magazine sector is currently booming with niche publications, giving publishers added incentive to ensure that their title stands apart from the crowd ([see story](#)).

"[Robb Report's] July 2017 issue saw an increase of 19 percent compared to July 2016," said David Arnold, managing director of Robb Report, New York.

"Overall, the reaction has been overwhelmingly positive," he said. "Recognition of the significant investment in our product has really struck a chord with the luxury marketing community."