

MEDIA/PUBLISHING

Coveteur broadens "insider lens" for content creation opportunities

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Camille Rowe was featured in a Gucci x Coveteur editorial for fall/winter 2017. Image credit: Coveteur Creative

By JEN KING

Fashion and lifestyle media brand Coveteur is heightening its role in creative content development with the launch of an in-house studio.

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Coveteur was founded in 2011 by Jake Rosenberg and Stephanie Mark to explore the homes, and most importantly the closets, of fashion's most influential individuals such as footwear designer Christian Louboutin and Vogue's Grace Coddington as well as well-known celebrities including actress Sarah Jessica Parker. In addition to a bevy of tastemakers, Coveteur has also worked with top-tier luxury brands such as Chanel, Dior, Gucci and LVMH, among others.

"Coveteur Creative provides unparalleled, direct access to our co-founders and editors of the business," the New York-based **Coveteur** team said. "When media brands launch content studios, new hire is usually involved and the project becomes managed by a wholly different team.

"Coveteur Creative is still run by the same members who develop all of the content that you see on the Web site," they said. "As we expect our content studio team to grow over time, Jake and [Stephanie] will always be involved in the projects, which is one of the biggest selling points for clients.

"On top of content creation, we want to provide a full-service experience, including social media strategy, copy and script writing in Coveteur's trademark voice and network of people who have been featured on our Web site."

Can't closet creativity

In the last two years, Coveteur has witnessed rapid growth due to the media company's "insider's lens" into fashion, beauty, health and wellness and travel.

On Instagram the Coveteur has an audience of more than 1.1 million followers and a total audience across platforms that exceeds 3 million.

Building off its unique perspective and established brand relationships, Coveteur has launched the full-service content studio Coveteur Creative.

Past brand collaborations include Coveteur Creative's spring 2017 project with French atelier Christian Dior.

The resulting editorial focused on the update to the Lady Dior handbag's classic silhouette as told by fictionalized "archetypes" that represent the handbag's personality. These stories were illustrated by still life photography related to the profile of the women each Lady Dior represents.



Coveteur Creative's Lady Dior still life photography. Image credit: Coveteur Creative

Additional Coveteur efforts include a campaign with department store chain Bloomingdale's that delved into the closets of four "It-Girls" ([see story](#)) and a collaboration with Italian fashion house Fendi to showcase the collection of a brand evangelist ([see story](#)).

"We found that there is incredible demand for more of the creative work that Coveteur is known for," said Warren Webster, president and CEO of Coveteur, in a statement.

"Especially the project of ad campaigns, photography, video and custom editorial to appear not only on Coveteur channels, but across all media and our clients' own platforms," he said. "The launch of Coveteur Creative was a natural progression as we continue to expand Coveteur's offerings to both consumers and clients."

As a go-to-source, [Coveteur Creative](#) will provide client services such as photography, advertising and social media campaigns, video and events. Global reach will also be leveraged via Coveteur's own platforms.



Coveteur Creative worked with Bloomingdale's for spring 2017 trends. Image credit: Coveteur Creative

"Working with Coveteur always feels like a true collaboration," said Veronika Ullmer, senior vice president of global communications for Bobbi Brown Cosmetics, La Mer and Jo Malone London, in a statement.

"The creative team is expert in absorbing a brand's DNA and message, and expressing it in a way that resonates with their audience," she said. "When it comes to delivering highly engaging, original content that feels both authoritative and relevant, Coveteur nails it."

Branded potential

Branded content has offered opportunities for luxury marketers to develop efforts that leverage lifestyle projections instead of reading as straightforward advertising pushes that could be off putting to discerning consumers.

The Coveteur is not alone in realizing the potential provided by the branded content model.

As more advertisers are tapping into the opportunities of branded editorial, The New York Times, for example, is expanding its commercial content operations.

Having developed more than 150 campaigns for about 100 brands including BMW, The Macallan and Cartier, the media company's T Brand Studio is opening up a location in Hong Kong to better serve clients in the Asia-Pacific region. Display advertising's waning efficacy has marketers turning to native placements to reach consumers through storytelling, creating new relationships with publishers who are adept at the medium ([see story](#)).

The launch of Coveteur Creative is sure to enhance the Coveteur brand as a whole.

"There is an incredible demand for the creative work that we are known for, and our content studio is a natural extension as we continue to expand Coveteur's offerings to consumers and clients," Coveteur's team said.

"Our mission is to perpetually create and execute only the finest quality of content possible, for both our clients and the Web site," they said. "Coveteur Creative will focus on producing editorial and social media projects, advertising

campaigns and special events."

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