

MEDIA/PUBLISHING

Vogue fetes 125-year anniversary, fall fashion in September issue

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Cover of Vogue magazine's September 2017 issue. Image credit: Vogue

By SARAH JONES

Prada, Gucci and Tiffany & Co. were among the bevy of brands wishing Vogue a happy 125th anniversary in the September issue of the Cond Nast title.

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The collector's edition issue celebrates the milestone with some looks back into the Vogue archives, while also ushering in the fall fashion season. Brands followed the theme with placements that ranged from fashion-forward cards to straightforward advertisements.

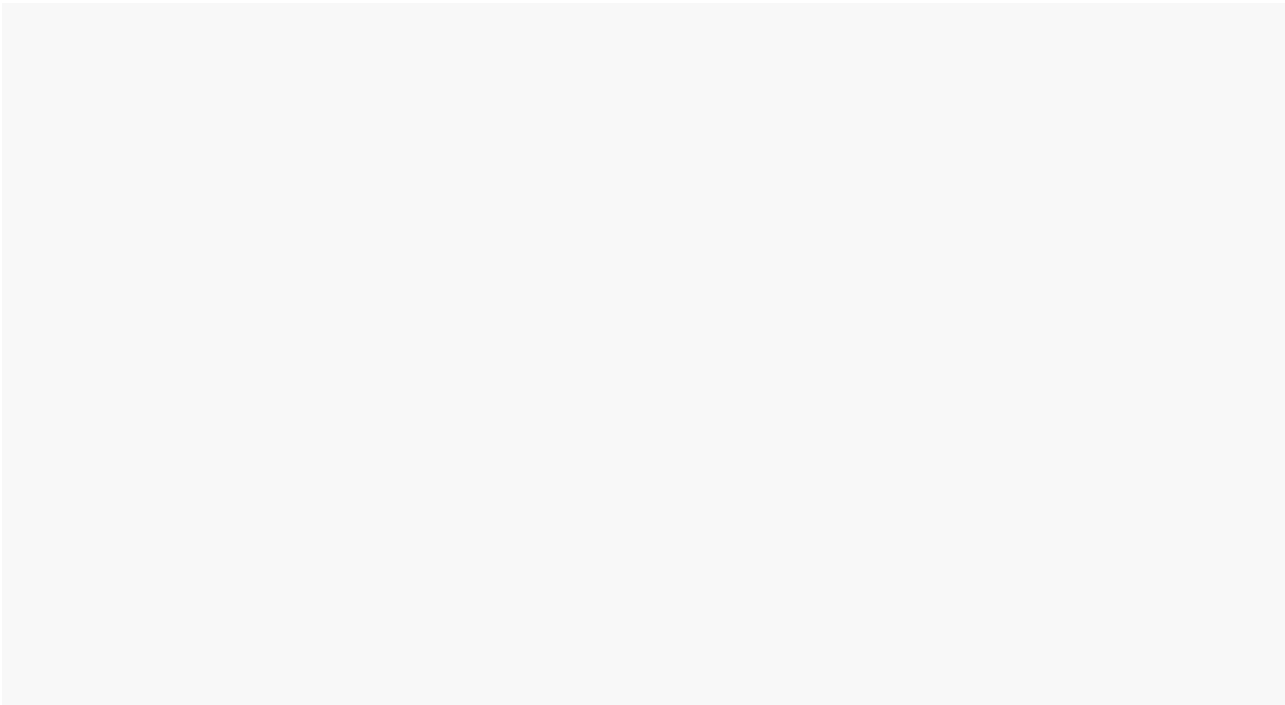
"The Vogue 125 special-edition magazine represents a significant milestone for the magazine," said Ross Anderson, founder and CEO of [nylmedia](#), New York. "Many of the advertisers in this special edition want to be a part of the publicity surrounding the issue as well as show their support for Vogue and all it has done in shaping the fashion landscape for the last 125 years.

"The issue itself is also going to be one of the most read of the last few years," he said. "Loyal Vogue readers and the occasional readers are going to pay close attention to this special edition. And having Jennifer Lawrence as the cover story is only going to help."

Happy birthday to Vogue

For the milestone issue, Vogue decided to create a collection of cover images featuring actress Jennifer Lawrence and using the talents of photographers and artists. A minimalist design by Inez & Vinoodh finds the star wearing a golden dress with slicked back hair, while a black-and-white portrait shot by Bruce Weber finds her in a more romantic look with tousled hair.

Annie Leibovitz captured the actress in front of the Statue of Liberty in a red dress, while artist John Currin turned Ms. Lawrence's visage into an oil painting.



For Vogue's 125th anniversary September issue, one seriously momentous cover was required. #AnnieLeibovitz, @Bruce_Weber, @InezandVinoodh, and painter John Currin were all enlisted to present their own unique vision of the month's cover star, #JenniferLawrence. During the shoot, filmmaker Mitch Springer followed the famously candid actress and upcoming star of @mothermovie as she braved both dinghies and daring dresses, and opened up, among other things, about how she used to "emotionally whisper" to horses. Tap the link in our bio to watch the full video. #Vogue125 Director @ryland_mcintyre Producer @tommyschell Writers @ryland_mcintyre, @tommyschell, @vincentpeone Director of Photography @zachstoltzfus B-cam J.T. Springer Gaffer @corybeisser Sound @macksmellman, Brian Flood Production Assistant Adrienne Gonzales Editor @sainthereford Post-Production Mixer Drew Joy Featuring @chelseafrei as Selfie Makeup Artist @aaronkheifets as Farm Stylist @ryland_mcintyre as Mitch Springer

A post shared by Vogue (@voguemagazine) on Aug 9, 2017 at 6:05am PDT

Following the foldout cover, Vogue decided to look back on previous cover stars ranging from models to musicians.

Armani took the spot behind this foldout feature as well as the six pages immediately after to share its campaign for Emporio Armani's Because It's You and Stronger With You fragrances. This includes a his-and-hers fragrance strip.



Armani ad in Vogue September 2017 issue

Before the table of contents, most brands opted for multi-page placements. Dior, Ralph Lauren, Burberry, Fendi, Valentino, Cline and Michael Kors, for instance, took out four-page spreads, while Prada, Gucci, Miu Miu and

Tiffany & Co. were among the brands with six pages of successive ads.

While the beginning of the book was dominated by fashion labels, Este Lauder and Lancme also appeared with longer placements.

Louis Vuitton, Herms and Oscar de la Renta placed ads opposite the three table of contents pages, with ads immediately after on thicker paper.



Herms ad from Vogue September 2017 issue

In between the table of contents were ads from brands including Ferragamo, Bally, Moncler, Pomellato, Etro and Versace. This was also the chosen spot for retailers, with Nordstrom and Neiman Marcus running 16 pages while Saks' spread clocked in at 24 pages.

Prada took the spot opposite the table of contents to promote its La Femme and L'Homme scents for men and women. Gucci also chose to do its second placement in the book in a prominent spot across from the masthead, flaunting its newly released Gucci Bloom fragrance.

Within the front of the book content, Michael Kors, Chanel and Burberry ran fragrance strips for their Sexy Ruby, Coco Mademoiselle and My Burberry Blush fragrances. Fashion ads from Balmain, Carolina Herrera and Giuseppe Zanotti also appeared early in the issue.

Children's wear online retailer Melijoe reached out to the style-conscious parents reading Vogue with an editorialized spread featuring back to school attire.



Melijoe ad in Vogue September 2017 issue

Towards the back of the book, Vogue included a spread of birthday cards from brands. With placements that often pulled creative from their fall/winter 2017 ad campaigns, labels including Saint Laurent, Dolce & Gabbana, Calvin Klein and Marc Jacobs appeared for a second time.

Some of these featured personal handwritten notes from executives or creative directors, such as Manolo Blahnik and Balmain's creative director Olivier Rousteing. Others in this feature included Elie Saab, Sergio Rossi, Yves Salomon and Net-A-Porter.



Elie Saab ad in Vogue September 2017 issue

Content in the issue includes models' takes on their own shoots for Vogue and interviews with personalities such as Serena Williams and Oprah.

Future minded

While it may be more than a century old, Vogue has worked to ensure its continued relevance through digital innovation.

The September issue marks a new first of its kind partnership between Vogue and Google Home's assistant. By asking the device, readers can get more information about certain articles in the issue, including the cover profile on Ms. Lawrence, from the writers themselves.

Partly to celebrate its 125th, the magazine is leveraging virtual reality technology to give consumers an immersive tour of some of the fashion industry's most coveted wardrobes.

Together with Google's Daydream virtual reality platform, Cond Nast Entertainment and Vogue are sneaking a peek into a handful of supermodels' closets in 360-degree films. Publications, including Vogue, are increasingly leveraging digital media to provide content that extends their brands further than the page ([see story](#)).

Vogue also launched a Snapchat Discover channel coinciding with New York Fashion Week last September, which hosts millennial-centric content to usher in new subscribers.

Personalities of the Kardashian-Jenner family have become familiar faces throughout the pages of Vogue, and the streak continues with the launch of its Discover channel on the mobile messaging application. The Snapchat channel aired for the first time on Sept. 6 with a would-you-rather interview featuring reality star Kim Kardashian West and tips from model Miranda Kerr to appeal to the app's millennial fan base ([see story](#)).

"Vogue has been a strong voice in the fashion community for 125 years," Mr. Anderson said. "Though strong leadership and editorial content, they have been shaping the style and trends for millions of people.

"This milestone represents all of the determination and strength they have built throughout the years and deserves to be celebrated."