

MEDIA/PUBLISHING

Retailers make a holiday push in December magazine ads

November 30, 2017



Jewelry and diamond brands also made a big advertising push this month. Image credit: Vogue

By DANNY PARISI

Saks Fifth Avenue, Nordstrom and Bergdorf Goodman were among the high-end retailers that made a splash in the December issues of fashion's biggest magazines as they attempt to drive interest ahead of the busy holiday season.

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Alongside the traditional fashion brands both established, including Gucci and Yves Saint Laurent, and new such as the Harmonist, retailers stepped up their advertising game in *Vogue*, *Town & Country* and *Vanity Fair*, among others. Additionally, jewelry got a huge bump in print advertising, with many diamond and jewelers fighting for space in these magazines' ad pages.

Holiday advertising

With the holidays just around the corner and Black Friday just behind retailers, the window for seasonal shopping is closing faster every day.

This explains why now is the perfect time for retailers to drop a significant investment into print advertising. In both *Vogue* and *Town & Country*'s December issues, Saks Fifth Avenue had several multi-page spreads showing some of the different brands and products on display right now.

In case the holiday urgency was not clear from the get-go, Saks' ad spread includes the slogan "Dream gifts start at Saks."



Saks Fifth Avenue's holiday print ads. Image credit: Saks Fifth Avenue

Similarly, Nordstrom paid for a multi-page spread in several publications this month, showcasing some of the brands, such as Chanel and Fendi, that are available at its stores now.

Even retailers not traditionally associated with fashion and luxury got in on the action, with a multi-page spread for Macy's collection with Sachin & Babi.

The December issues were rounded out with a strong push from diamonds and jewelry brands such as David Yurman, whose ads appeared numerous times throughout the month's fashion glossies.

Retail renaissance

December's fashion magazines show that retailers are dead-set on bringing in as many customers as possible this month.

As the holidays come ever closer, it is increasingly important for retailers to get foot traffic in the door. Outside of print, many are investing heavily into their in-store displays for this very reason.

For instance, Bloomingdale's is joining forces with Swarovski to bring a cinematic spectacle to life in its windows this holiday season.

Taking inspiration from the upcoming release "The Greatest Showman," Bloomingdale's displays on Lexington Avenue feature circus scenes that incorporate more than 7.6 million Swarovski crystals ([see story](#)).



This month's Vogue included multiple spreads from retailers. Image credit: Vogue

Similarly, jewelry brands are laying the holiday advertising on heavy, both in print and online.

David Yurman, for example, took inspiration from its eponymous co-founder's memories for a snowy holiday campaign.

Based around Bear Mountain State Park, the site of Mr. Yurman's first date with his now-wife Sybil, the effort depicts its jewels amid a wintry landscape. With the business and life partners at the center of the David Yurman brand, the jeweler often puts its personal story at the heart of its marketing ([see story](#)).

David Yurman's presence in Vogue and Town & Country was substantial this month, and the brand is hoping to continue that relationship with consumers from print to digital to a purchase completion.

As the year rounds out and retail's busiest season comes to a close, retailers may back off a bit, but for now, December's fashion magazine's ad pages are chock full of retailers driving their best holiday campaigns.

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