

MEDIA/PUBLISHING

Media and publishing sector's Top 10 2017 headlines

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Most Vogue readers follow the title and its editors on social media; image courtesy of British Vogue

By STAFF REPORTS

While print media remains a go-to method to communicate with high-net-worth audiences, the sector has been forced to adapt to technologies present in an ever-changing landscape.

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Video, for example, has emerged as a successful method to embrace a title's core audience, while also becoming a supporting content vehicle for advertising partners via sponsored promotions. Despite video's popularity for publishers, traditional media brands are still lengths away from truly interactive print reads, enabled possibly by augmented reality, but many in 2017 attempted to remain relevancy by exploring innovative ways to share news and curated content.

Here are Luxury Daily's top 2017 headlines from the media and publishing sector:



Edward Enninful joined British Vogue from W magazine in August. Image credit: British Vogue, photo by Mike Trow

British Vogue begins #NewVogue chapter with Edward Enninful's debut
Cond Nast-owned British Vogue's inaugural issue with Edward Enninful as its editor in chief will hit newsstands Nov. 10.

Mr. Enniful was announced as Alexandra Shulman's successor in April after she stepped down as editor in chief, with the June edition of the title being her last. Joining British Vogue Aug. 1, Mr. Enniful, who was born in Ghana and raised in London, was formerly the creative and fashion director of Cond Nast's W magazine.

The December 2017 issue of British Vogue was the first edition under Mr. Enniful's direction.

At the time of his appointment as editor in chief, Mr. Enniful said he looked forward to continuing British Vogue's "legacy of creativity and innovation" and providing its readers with an exciting and beautiful magazine.

To promote Mr. Enniful's debut issue, British Vogue is using the hashtag #NewVogue and has filmed a number of videos with notable Brits ([see story](#)).



Titles at Cond Nast Worldwide News boutique in London. Image credit: Cond Nast

Cond Nast speaks out against sexual assault, exploitation in fashion

Media group Cond Nast International issued an official statement regarding its stance on sexual harassment and exploitation claims within the fashion industry.

Cond Nast International announced in late October that its titles would no longer work with controversial photographer Terry Richardson, who has long been accused of being predatory, with offenses ranging from pressuring models to pose nude to sexual assault and harassment.

Since Cond Nast's decision, brands including Valentino, who had worked often with the photographer, and publishers such as Hearst and The Wall Street Journal's WSJ. Magazine have ended their relationship with Mr. Richardson ([see story](#)).



British Vogue's Snapcode. Image credit: British Vogue

Cond Nast continues Snapchat strategy with market-specific channels

In August, Conde Nast-owned British Vogue was the latest of the Vogue-branded magazines to launch on Snapchat Discover as publishers look to amplify their digital efforts.

Vogue is currently pushing a Snapchat Discover strategy across the markets where its publications are present to take its editorial voice from print pages to the mobile content space. Vogue's publisher has invested heavily in digital recently to ensure its titles stay modern and are fluid in an evolving print landscape.

Conde Nast and Vogue's investment into digital also included the launch of an artificial intelligence-powered chatbot. In February, British Vogue launched its Messenger bot to personalize fashion news for fans ([see story](#)).



Epicurious' Small Plates. Image credit: Epicurious, photo by Chelsea Kyle

Cond Nast bets on millennials' digital engagement preference

Media conglomerate Cond Nast is putting additional stock in digital content hubs with the launch of title offshoots meant to accompany primary print publications.

Cond Nast has recently ramped up its digital properties to cull millennial readership and to attract advertisers that appeal to the next generation of readers. The media group's millennial-centric developments includes the "Next Gen" campaign and digital companions for titles such as Architectural Digest, Golf Digest and Bon Appetit magazines.

Back in April, Cond Nast debuted its Next Gen campaign, which was designed to show that the publisher's titles lead the conversation online and in print.

Cond Nast's Next Gen strategy is also focusing on marginalized audiences through its recently launched platform geared toward LGBTQ youth ([see story](#)).



Style.com is ceasing operations. Image credit: Style.com

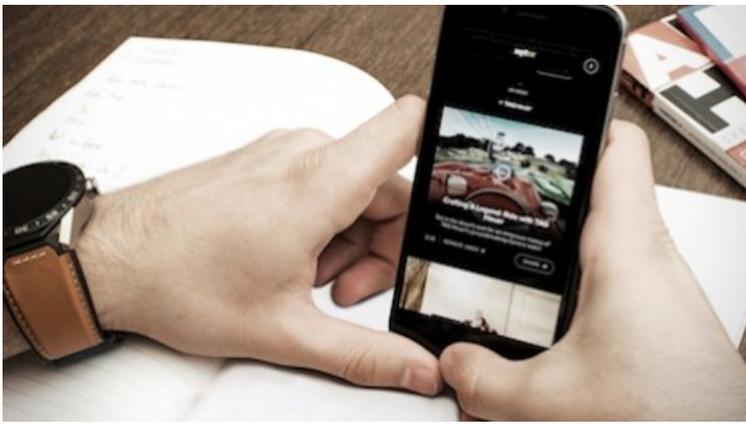
Cond Nast closes Style.com, links with Farfetch

Media group Cond Nast is shuttering its Style.com ecommerce platform after less than a year.

The domain, which was previously an editorial site but was rebranded as a shopping destination for Cond Nast's magazines last year, is now getting a third life courtesy of a partnership between the publisher and online retailer Farfetch. This collaboration, which will see the integration of shopping and content, builds on Cond Nast's existing relationship with Farfetch as one of its investors.

With its connection to an audience of more than 340 million across its brands, Style.com was expected to benefit from its editorial affiliation.

Now, instead of running its own ecommerce site, Cond Nast is instead connecting content to commerce through a partnership with Farfetch, driving traffic to the retailer's site ([see story](#)).



Tag Heuer worked with NYT for a VR experience. Image credit: Tag Heuer

New York Times banks on branded content with Hong Kong studio

As more advertisers are tapping into the opportunities of branded editorial, The New York Times 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.

T Brand Studio was founded in 2014 with offices in New York. Since then, the company opened T Brand Studio International, with a collective team of more than 20 working out of three offices.

While connected to the newspaper, T Brand Studio is a separate entity, creating commercial content for the online and print editions of the title while leaning on talent pulled from the journalism world to write and edit ([see story](#)).



Katy Perry was photographed by Steven Klein for W magazine, September 2017. Image courtesy of W magazine

W magazine enhances print's fixed plane via September issue AR activation

Conde Nast-owned W magazine is demonstrating the potential augmented reality has for the print industry with a September cover that speaks to the reader.

W magazine's September edition, featuring singer Katy Perry, is brought to life through an augmented reality effort that enhances the reader's experience via interactive features. The fashion and beauty sector, as well as the retail, travel and automotive industries, have all benefitted from applying augmented reality to campaigns as a way heighten the effect of an initiative, thus increasing the chances of making an impression on today's consumer.

A collector's issue, the September edition of W magazine is brought to life by a number of activations.

The cover image of Ms. Perry, for example, is a three-dimensional "talking" cover, powered by augmented reality. Additional interactive touchpoints include a series of short films and augmented reality-enhanced fashion editorials.

W's augmented reality content was produced with The Mill, a creative technology and VFX studio ([see story](#)).

Pairing print with online units results in ad uplift of 53pc, spurs sales: Vogue, YouGov

As media has evolved to include digital content, trusted connections have become all the more important with

social media bolstering the reader publication relationship.

According to a survey conducted by British Vogue and YouGov, 66 percent of all women, and 79 percent of millennials, follow their favorite magazines and editors on social media, figures that underscore how useful a tool social media has become for publishers. Also, the level of trust readers have in magazine platforms is essential to purchase desire and sales.

As for the advertisements seen in print, 67 percent of Vogue's audience, for example, enjoy the ad space in their favorite magazine. Also, nine out of 10 readers surveyed pay attention to the ad space.

Magazine content is often a source of inspiration with 87 percent of respondents saying they have purchased at least one designer or high street product after seeing an ad in a monthly title. Similarly, 72 percent of respondents have purchased an item after seeing a magazine Web site's ad ([see story](#)).

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