

MEDIA/PUBLISHING

## Vogue's March issue complements spring aesthetic with online short film

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*Alicia Vikander participated in a mysterious short film for the magazine's March issue. Image credit: Vogue*

By DANNY PARISI

Vogue is ringing in the new blooms of spring with a host of advertisements for spring fashion collections and a warm-weather photo shoot with actress Alicia Vikander.

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The storied fashion publication's March issue is filled with imagery of lightly-clothed models gallivanting in pieces from some of the biggest brands in fashion including Gucci, Dior, Louis Vuitton and Prada. Additionally, the publication is supporting the issue with digital content involving Ms. Vikander and editor in chief Anna Wintour.

Vogue was reached for comment.

### Spring vibe

While much of the northern United States is still dealing with the leftover cold wind and rain of winter, spring is just around the horizon. Fashion brands are already banking on consumers' hopes for warmer climates with lush advertisements for their spring collections.

The March issue of Vogue is filled with ads for brands such as Miu Miu, Burberry and Fendi that all feature models wearing breezy clothing and enjoying the sunshine.

The issue opens with multipage spreads from Louis Vuitton, Chanel and Gucci, with a host of other labels filling out the beginning of the issue.

Vogue has bolstered this theme of the issue with a photoshoot of cover model Ms. Vikander wearing summery clothing as she lounges by a pool. Shot against vivid green vegetation the setting is a far cry from the leafless limbs adorning trees throughout the U.S. right now.



*The March issue is full of spring imagery and campaigns. Image credit: Vogue*

The publication has also gone the digital route with supporting content exclusively produced for Vogue.com. This month's issue includes a short film starring both Ms. Vikander and Ms. Wintour, a sequel to a short film the two made two years ago for another Vogue project.

The short, titled "Magic Diner Part II," is a sequel to "Magic Diner" and centers on a mysterious fortune telling machine that Ms. Vikander found in the previous short, only now it has finally run out of answers.

Desperate for more help, she eventually gets in touch with someone from the company that made the machine, played by Ms. Wintour.

The short film is humorous yet eerie and Ms. Vikander's breezy outfit suits the issue's spring theme.

Digital expansion

Vogue's expansion into more digital content has been prevalent across all of its regional publications.

British Vogue just expanded its digital presence with the hiring of Alice Casely-Hayford as new digital editor of the magazine.



*A scene from Magic Diner Part II. Image credit: Vogue*

Ms. Casely-Hayford joins British Vogue from Refinery 29 and will be focusing on expanding the publication's presence in the latest digital mediums from live video to Snapchat. The hire comes at a time when media companies are increasingly trying to negotiate the tricky waters of the new digital landscape and the ever-shifting tools and platforms afforded to them ([see story](#)).

The publication has also branched out into partnerships with physical retail such as when it tried its hand at floral design through an exclusive partnership with online florist UrbanStems.

The Vogue x UrbanStems collaboration sees the "Fashion Bible's" top editors create limited-edition floral arrangements that speak to their personalities. Vogue has increased its branded partnerships recently to introduce its publication's voice to a wider range of consumers ([see story](#)).

Vogue's multifaceted approach has seen its March issue and spring campaign branch out onto multiple channels, with the print magazine's lush advertising images complementing the quirky originality of its online content.

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