

MEDIA/PUBLISHING

Robb Report editor looks to deliver luxury "editorial dinner party"

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Cover of Robb Report's September 2018 edition. Image courtesy of Robb Report

By SARAH JONES

Lifestyle magazine *Robb Report* is headed in a more personable direction with the release of its first issue overseen by editor in chief Paul Croughton.

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The September style edition of *Robb Report* marks the beginning of a design evolution for the magazine, as the recently hired Mr. Croughton aims to provide the publication's affluent readership witty content covering everything from travel to style. Beyond content changes, the editor is looking to turn *Robb Report* into more of a brand, expanding the long-running magazine further into products and services.

"We've been known for 40-plus years as a real source of expertise and authority across the luxury world, but I'm keen for that authority to have a sense of personality, a sense of humor," said Mr. Croughton. "And I think one of the ways we can do that is to introduce columns to the magazine, which are often my favorite part of a magazine.

"A great column section should be the best dinner party you've ever been to every single month," he said. "It's about the combination of voices, the combination of subjects, being surprised by what's covered, being surprised by an opinion, possibly being a little outraged and cross at somebody taking an opinion that's different than yours, being stirred up enough to care.

"We may have people that you want to read each issue, we want to be able to introduce those voices online as well, so I think we're going to work very hard to try and put together the best editorial dinner party that we can find for our subscribers."

Robb Report has a circulation of 100,000, with readers whose average household income is \$484,000.

Debut issue

Robb Report's September issue opened with an inside front cover advertisement from Herms featuring the brand's playful theme for 2018.



Hermès ad in Robb Report's September 2018 issue

Placements from Officine Panerai and Isaia followed, with the front of the book also including ads from watchmakers Louis Moinet, Franck Muller and Ulysse Nardin.



Ulysse Nardin ad in Robb Report's September 2018 issue

Yacht brand Sunseeker and tailor Kiton took spots opposite the table of contents, while Richard Mille advertised across from the masthead.

Brunello Cucinelli ran three pages following Mr. Croughton's editor's letter. The cashmere brand's ads touch on the concept of human privacy, showing a couple hiding behind an umbrella or a child telling a secret to a toy.

In the front of the book, Wheels Up ran an advertorial promoting its membership.

Watchmakers abounded throughout the issue, with Bovet, Carl F. Bucherer, Jaquet Droz, Parmigiani Fluerier and Bell & Ross placing ads. Breguet also took a prime spot on the back cover.



Breguet ad in Robb Report's September 2018 issue

"Paul's vision assuredly brings a larger personality to the brand," said David Arnold, managing director of *Robb Report*. "There's energy and a fresh perspective, which mixed with a slightly humorous environment, is far more relevant to today's times in keeping with an approachable luxury setting.

"We're facilitating that bridge our brand partners are attempting to build to reach a newer customer base, while still maintaining *Robb Report's* core elements of authority, informative luxury content and steadfast commitment to the best of the best," he said.

Editorial features include a look inside the creation of Cartier's jewels and the history of French watchmaking.

For the fashion-themed issue, *Robb Report* took fall fashions to the track, shooting designs from brands including Belstaff, Dunhill, Louis Vuitton and Tom Ford at the Formula E course in New York's Brooklyn borough.

As part of the new look for *Robb Report*, the editor has expanded the feature well. Among the longer form stories in the issue is a 12-page home and design spread.

"When a luxury magazine is working at its best, it should allow you to kind of breathe out because it's designed in such a way that you just feel calm even if you're reading about the latest extremely fast and expensive sports car," Mr. Croughton said. "The layout should help you feel calm and intrigued.

"And we've done a few things that I think make the layout and the design punch a bit harder," he said.

Mr. Croughton was tapped to lead *Robb Report's* flagship U.S. title after having worked on the launch of the British edition of the publication a few years ago ([see story](#)).

Media brand

Robb Report has recently made ventures to serve its readers with more than content.

Earlier this year, the publication shared its "health is wealth" mindset by hosting a wellness weekend in Miami Beach, FL.

The magazine's third annual Health & Wellness Experience took place from March 15 to 18, allowing participants to take in keynotes, workshops and workouts. Reflecting affluent's growing interest in fitness and wellbeing, *Robb Report's* event showcases a key part of today's luxury lifestyle ([see story](#)).

Similarly, Robb Vices, a monthly subscription service, is eliminating the hassle of gifting through highly curated boxes geared toward the individual who has everything and for whom cost is not a concern.

The monthly service was born from the defining pillars of lifestyle magazine the *Robb Report*, which was first published by the family of Robb Vices' founder and CEO, Daniel Curtis, which includes fine wines and spirits, consumer electronics and fashion accessories, among other things. Described as "the good life in a box," Robb Vices seeks to deliver its curious and discerning subscribers exceptional products and experiences, month after month ([see story](#)).

Mr. Croughton sees a potential for the publication to branch out further into products and services, taking it beyond print and digital.

"For me, *Robb Report* should become more of a brand," Mr. Croughton said. "Not just a magazine, not just a Web site.

"I want *Robb Report* also thought of as a really exciting, energetic, entertaining, interesting brand that can help you on numerous touchpoints during the week," he said.

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