

MEDIA/PUBLISHING

Think of print as a retail experience: Town & Country exec

January 23, 2019



Town & Country's October 2017 issue celebrated 170-years in print

By BRIELLE JAEKEL

NEW YORK - The idea of luxury has become more accessible to the mainstream consumer, with everyone believing they can live like a celebrity today. But true luxury still relies on taste that can span generations, and Hearst's *Town & Country* magazine focuses on creating a quality product that reflects that idea.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

During a session with *Town & Country's* publisher at Luxury FirstLook 2019 on Jan. 16, the executive revealed that a media brand today needs to create a feeling of legitimacy by having leading editors with inside information become concierges in the eyes of consumers. In addition, she explained that heritage brands who maintain their prestigious status, such as Hermès, do not chase the younger consumer, because good taste spans generations.

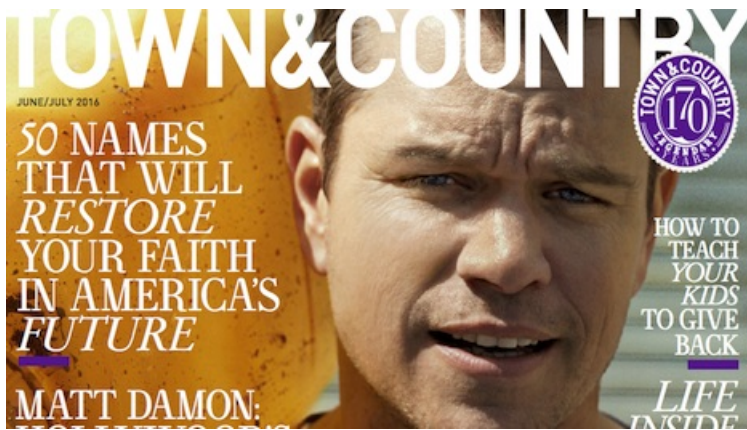
"There is no question that tastes and lifestyles have changed, as there are more mediums out there and ways to get information," said Jennifer Levene Bruno, vice president/publisher and chief revenue officer at Hearst's *Town & Country*. "Everyone wants to live like a celebrity now."

"The expectations, because of the services and apps out there, are that much higher," she said. "It has absolutely affected how people shop."

Luxury Daily organized Luxury FirstLook 2019: Digital Acceleration

Luxury media in 2019

Ms. Levene Bruno explained that readers and consumers feel as though they have a relationship with the editors of media brands. These fans consider the editors as experts, and take to social media to request insider information, feeling as though their recommendations will be more legitimate than a simple Google search.



Town & Country June/July 2016 cover

The readers feel that way because *Town & Country*, similarly to many other luxury publications, works to keep its standards high. It knows that if a reader picks up an issue and there is nothing in it for him or her, then he or she will not open next month's issue.

Town & Country's quality needs to be consistent, as well as offer a wide variety of content so there is something in it for all its readers.

Print magazines also need to be sure to craft a full 360-degree experience, and use data to do so.

Ms. Bruno revealed that less than 2 percent of print readers are going to the magazine's Web site. So there is a different audience for all mediums.

As media continues to evolve, brands need to remember to focus on catering to the reader, and not the advertiser or what writers themselves want to write about. It is about creating content the reader wants.

Town & Country

U.S. jeweler Tiffany & Co. underscored the "Youth & Beauty" of its campaign ambassadors with five consecutive advertisements placed in the May 2017 issue of *Town & Country*, which was able to exhibit how advertisers can also cater to readers.

Town & Country's May edition, dubbed the Youth & Beauty issue, was dedicated entirely to beauty-focused content from cover-to-cover. Actress Annabelle Wallis graced the cover and supporting ad units appeared from brands such as Louis Vuitton, Bulgari, Dior, Chopard, Chanel and Neiman Marcus, among others ([see story](#)).



Lady Gaga for Tiffany & Co., as seen in Town & Country's May 2017 issue

Tiffany's placement in T&C goes beyond that one issue, but also touches on the media brand's presence in jewelry.

Not only has the publication been printing stories about jewelry and the industry for a significant amount of time, but now a jewelry historian is at the helm of *Town & Country*.

Town & Country knows that it is important to build a story around the pieces, showcasing how the stones are sourced and where they come from. This will inspire consumers to do additional research on their own and possibly purchase.

Tiffany & Co., Bulgari and Chanel were among the honorees of *Town & Country* magazine's inaugural T&C Jewelry Awards that showcases its authority in jewelry and spotlights champions, brands and industry stalwarts in the jewelry

world.

In partnership with Saks Fifth Avenue, the T&C Jewelry Awards was an included feature in the February 2018 issue of *Town & Country*. Both the retailer and publication share a long-standing commitment in celebrating fine and rare jewelry that shoppers and readers alike will adore ([see story](#)).

"There needs to be a story aspect of it; how are stones sourced, where do they come from," Ms. Levene Bruno said.

"That inspires consumers to go research, who then go out and buy it.

"I think it is so important in understanding the craftsmanship part of it," she said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.