

PRINT

## Dior, Marc Jacobs inaugurate Style.com/Print

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By RACHEL LAMB

A multitude of luxury brands including Christian Dior, Marc Jacobs, Chanel, Gucci, Mercedes-Benz, Lanvin and Burberry are the key advertisers in the first print issue of Fairchild Fashion Media's Style.com/Print, which is out today.

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The print version of Style.com is event-centric – it is entirely focused on the collections season. Therefore, Style.com/Print is timed to fashion shows rather than the calendar year.

“This is the age of content everywhere, wherever readers want to access it,” said Will Schenck, chief revenue officer for Fairchild Fashion Media, New York. “Magazines are now digital, with apps and Web sites as a big focus.

“Style.com is ready to make print an option, offering something new to existing readers and bringing new readers to the brand,” he said.



Fairchild Fashion Media is owned by Condé Nast, the publisher of Style.com, Women's Wear Daily, Vogue, Architectural Digest, Vanity Fair and W magazine.

In style.com

Unique visitors for Style.com grew 21 percent in September to almost 2.9 million. That is more page views than any other month in history, according to Mr. Schenck.

Furthermore, the publication's app has more than 1.5 million downloads.

"So what's next?" Mr. Schenck said. "Print is the natural extension.

"In any age where everything is moving digital, print has become a luxury item, tactile like fashion itself," he said.



*Style.com/Print*

The first issue carries 86 ad pages. Other advertisers include Carolina Herrera, Balenciaga, Valentino, Cartier and Oscar de la Renta.



*Dior in Style.com/Print*

There are 16 advertisers that are new to the Style brand, according to Mr. Schenck.

The majority of advertisers take advantage of integrated advertising packages, which bring the best of both print and digital.

Few issues

Style.com/Print is available for purchase at <http://www.style.com/magazine> for the online price of \$4.99 today and \$6.99 starting tomorrow.

The publication's first issue will hit the newsstands in Europe and North America three weeks after the last look left the runways in Paris.



*Marc Jacobs in Style.com/Print*

Style.com/Print will cover the Spring 2012 season including a distillation of the shows, trends, parties and mood from New York, London, Milan and Paris.

The cover story features up-and-coming model Lindsey Wixson who stars in a 23-page

photo portfolio following her from her home in Wichita, KS, and to New York and Paris.

Despite rumors about the decline of print, the industry is actually booming.

Many luxury-focused magazines, including W, Vanity Fair and Robb Report, flourished even in the depths of the economy.

Print's old-world luxury look and feel makes it a favorite channel for luxury advertisers.

"The magazine has gatefolds, is a large format and is printed on heavy paper stock, making both the content and quality collectible and an ideal environment for luxury brands," Mr. Schneck said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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