

PRINT

## Vogue up 9.9pc year to date in fashion, beauty ad pages

November 8, 2011



By RACHEL LAMB

Condé Nast's Vogue is up 208 advertising pages for high-end fashion and beauty brands this year to date, which is the largest paging and percentage growth in the core and extended set, claims the magazine.

[Sign up now](#)

**Luxury Daily**

November's edition focuses on advertisers such as Lancôme, Louis Vuitton, Christian Dior, Gucci, Dolce & Gabbana, Prada and Chanel in the magazine's most prime ad positions. The ads in this issue run the gamut from apparel and accessories to cosmetics.

"The luxury ads add value to the publication because they signal that the magazine is attracting wealthy and aspiring wealthy readers," said Adriana Estrada, strategy director at Siegel+Gale, New York.

"The magazine is attracting the kind of readers who are in the know about the quality of the advertised brand and, on the flip side, that the publication is worthy enough to carry the advertisement," she said.

Ms. Estrada is not affiliated with Vogue, but agreed to comment as an industry expert.

Vogue declined comment for this article.

Rosy outlook

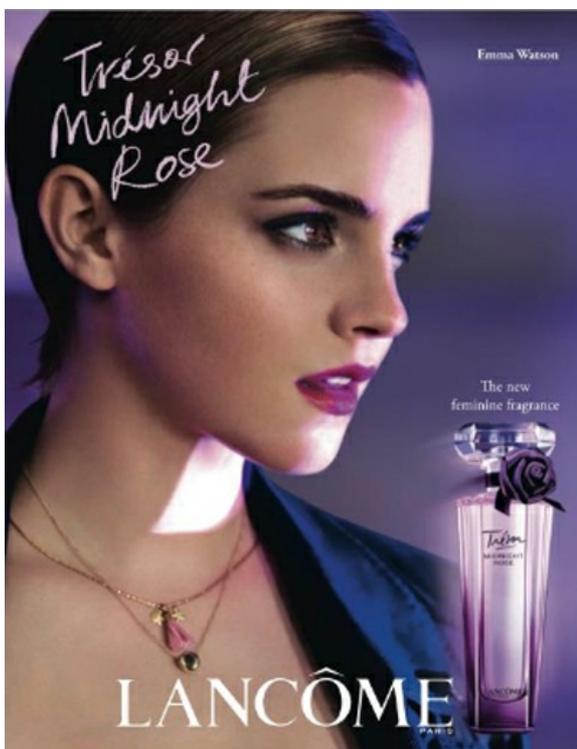
Vogue leads growth in ad pages over competitors such as InStyle, Elle, Harper's Bazaar, Vanity Fair and W, the publication claims.

The publication also increased its market share by 1.6 points.

Vogue has been growing through both cosmetics and fashion advertisers. The title increased fashion advertisers by 126 pages year to date and prestige beauty advertisers by 38 pages from this time last year, according to the publication.

French cosmetics brand Lancôme takes up the first four pages in the front of the book as well as the back cover.

Lancôme is promoting its Trésor midnight rose fragrance starring actress Emma Watson in the front ads and its Visionnaire cream on the back.



*Lancôme ad*

Louis Vuitton's Fall/Winter collection is the second set of ads in the front of the book. These are the same photos present in other luxury-focused magazines such as W magazine.

They show models holding dogs in the back of a car posing with branded bags, coats and hats.

Dior's ad for its Miss Dior bag occupies the next two-page spread. The ad is tinted in blue and shows a young model in the back of a car with branded sunglasses and a Miss Dior bag.

The following luxury branded ad is for Gucci's Cruise collection. The ad shows a model sitting outside in a canopy of dark red flowers. She is wearing a red printed dress and black-and-white striped shoes.



*Gucci ad*

Dolce & Gabbana flaunts its Passion Duo gloss and color fusion lipsticks with an ad starring actress Scarlett Johansson.

Ms. Johansson is wearing a branded black flowered print dress and bright red lips from the collection.

Fellow Italian designer Prada promotes its newest resort collection with an ad featuring apparel, accessories and a handbag.



*Prada ad*

Other luxury advertisers include Burberry Prorsum, Marc by Marc Jacobs, Cartier, Michael Kors, Tom Ford Beauty, Omega, Ralph Lauren, Rolex, Fendi, Brahmin, Tiffany & Co. and Oscar de la Renta.

On a tear

Print ads for luxury brands in publications add to the overall marketing value for a few reasons, according to Ms. Estrada.

First of all, luxury brands need a sense of exclusivity. Ad space in publications such as Vogue are expensive and make sure that they are seen by affluent readers.

Additionally, the ads in luxury-focused magazines are shot with world-renowned

photographers, stylists and models.

Usually, these are the ads that luxury brands choose to put in their stores, per Ms. Estrada. Therefore, they are fully committed to conveying the luxury image more so than other advertisements from third parties such as department stores or online retailers.

“I think that luxury brands are still figuring out how to give their customers the luxury treatment online,” Ms. Estrada said. “The best thing about a print ad is that it's tactile and glossy, the colors are sharp and crisp, you can tear out the page and put it up on your refrigerator or put in in your purse to remind you to stop in to Burberry or Chanel on your way home.

“The physical invitation of the ad is just a teaser for what you are going to get in the store,” she said. “In other words, while a lot of brands have live-streaming fashion shows, Twitter, Facebook, behind-the-scenes videos and ecommerce, none of that replaces the experience you're going to have when you walk into Chanel and get the royal treatment.

“The problem with most digital content, in short, is that it's there and then it's gone in a click.”

Final Take

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.