

MOBILE

Tatler channels luxury lifestyle with restaurant guide for iPhone

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By RACHEL LAMB

British society magazine Tatler is moving the luxury lifestyle from print to mobile through its Tatler Restaurant Guide 2011 application for the iPhone.

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Based in London, Tatler explores great chefs, classic spots and up-and-coming restaurants in the city and allows social media function within the new mobile edition. The app is available for \$1.99 in Apple's App Store.

"All in all, Tatler has created a clever app, showcasing their publication knowledge and standing out within the sea of restaurant guide apps," said Doo Kim, marketing and advertising executive at [Appitalism](#), New York.

"The graphics of this mobile application are reminiscent to that of a book from a few centuries ago, with elegant fonts, quirky illustrations and a simple color palette of grey, white and red design," she said.

Ms. Kim is not affiliated with Tatler, but agreed to comment as an industry expert.

[Tatler](#) could not respond by press deadline.

[Condé Nast](#) owns Tatler as well as Vogue, W, Vanity Fair, The New Yorker and Women's

Wear Daily.

Appetizing

The landing page of the Tatler app shows the contents: introduction, awards, great chefs, rule Britannia, French fancies, top tables, new classics, Euro stars visa act, one offs, local heroes, brilliant brasseries, steak & chops, Italian job, fish list, stop & shop, power pubs, small bites, the Americas, Spain terrain, out of town, passage to India, Asian diffusion and imperial China.

Each restaurant gives the neighborhood of London, the amount of money diners will likely pay there and contact information.



Tom Harris, sous chef from St John (where nose-to-tail eating originated) heads up the kitchen at the new St John Hotel, on the site of the former Manzi's – the iconic fish restaurant that closed a little while back. If you thought the new St John would be fishy, reflecting Manzi's heritage, you'd be wrong. It's piggy and a lot of tripe, but it's still going to give local restaurants a run for their money. It stays open until 2am because, says co-owner Trevor

Restaurant page in the Tatler app

Additionally, consumers can share the restaurant information via social media and email or add it to users' foursquare to-do list. Adding a restaurant to foursquare will enable the phone to alert consumers when they are near the location.

Users can also save their favorite restaurants by putting them in the star folder.



Price £££

Address 2-4 Boundary Street, E2 7DD ▶

Tel +44 207 729 1051 ▶

Website theboundary.co.uk ▶

Email restaurant@theboundary.co.uk ▶



Sharing functionality on the page

Great chefs include Jocelyn Herlad at Alain Ducasse at the Dorchester, Michel Roux at Le Gavroche and Claude Bosi at Hibiscus.

Consumers can search for restaurants through British, French, American, Indian, Spanish and other cultural filters.

They can also search by type of restaurant, such as pubs, snack bars, fish and the most popular.

A complete A-Z index of all restaurants on the app is available.

Little tattle

Quite a few publications have been pushing their lifestyles via branded apps.

For example, Tatler's Condé Nast sibling publication Vogue has a stylist app that combines luxury brand-sponsored items with the users' own clothing items that they can upload and style ([see story](#)).

Furthermore, W magazine just released an iPad app that updates every day with original fashion, beauty, celebrity, accessories, design and travel information ([see story](#)).

With luxury-focused magazines introducing mobile apps, consumers can interact with them any time on their phones between monthly print issues.

Titles that position themselves as an authority in all aspects of the luxury industry could add value to themselves in the minds of consumers.

However, one problem for the Tatler app is that there are consumers that can read the

magazine but have no use for the restaurant guide because they do not live in London.

The price for the app is also a consideration, but it is cheaper than other similar apps. Plus, the app holds the clout from Tatler's reputation.

"When a popular publication such as Tatler comes out with an iPhone app, it is sure to garner the attention of their affluent consumer base," Ms. Kim said.

"Much like Zagat, Tatler is a full comprehensive restaurant guide for regions around the world, focusing primarily to the London market," she said. "On the plus side, Tatler only costs you \$1.99 as opposed to the steep price of Zagat's iPhone app priced at \$9.99."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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