

PRINT

Chanel, Dior star in W magazine holiday 2011 gift guide

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By KAYLA HUTZLER

Condé Nast's W magazine's annual gift guide supplement is up 57 percent in advertising pages from last December and highlights a number of luxury gift options from the likes of Chanel, Christian Dior, Patek Philippe and Bottega Veneta throughout the editorial content.

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The December issue features cover stars Dakota and Elle Fanning in Valentino haute couture dresses with a number of holiday-oriented advertisements gracing the front-of-book pages and leading to a total ad page increase of 11 percent year-over-year.

Meanwhile, the gift guide boasts a slew of luxury advertisers including Swarovski, Chloé and Lanvin.

"Print publications are literally defined by the environment that exists between the covers," said Beth Brenner, a publishing executive at [Meredith Corp.](#), New York. "High-end brands serve to enhance this environment and create a cachet that other high-end brands want to be part of, like a club other brands want to join."

"Every brand marketer aspires up, so to speak, and wants to be surrounded by the right messages," she said. "High-end brands make for a more beautiful flow from page to page and there is an aspirational rub-off from luxury brands to lower-end brands, making these feel more upscale as well."

Ms. Brenner is not affiliated with W magazine or Condé Nast, but agreed to comment as a third-party expert.

W was not able to comment for this article.

Condé Nast also owns publications such as Women's Wear Daily, W, Vanity Fair, The New Yorker and Wired.

Shining stars

The Gift Guide's inside cover spread features the Swarovski Elements collection with designers Brian Atwood and Joseph Altuzarra.

Two-page ad spreads from Chloé, Ipollita, Nars, Lanvin and Balmain dominate the front-of-book.

The gift guide also features one-page ads from Fendi, Hublot, John Hardy, Donna Karan, De Beers and Diane von Furstenberg.

The guide comprises 19 one-page gift guides that are themed around the gift-receiver's personality or purpose of gifts.

W offers gifts suggestions for every occasion and personality under the categories stocking stuffers, color, monogrammed, nautical, animal lover, tech, luxury, beach, garden party, country, the "it" girl, bookworm, minimalist, downtown kids, bright kids, hostess, cozy, sporty and world traveler.



While the ads are definitely eye-catching, luxury brands are also benefiting from their placement in the gift guide.

For example, the world traveler gift guide features travel fragrances from Chanel, Christian Dior makeup brushes, a Tod's carry-all purse, a Bottega Veneta suitcase and a Patek Philippe watch.



Additionally, many of the brands that advertise in W magazine and the Gift Guide also have editorial placement in the guide pages.

For example, the “it” girl gift guide features a bathing suit by Balmain, shoes from Lanvin and a watch from Chanel’s fine jewelry collection.

W alerts readers to the brand underneath the product picture and displays the prices and ordering information in a small paragraph at the end of the page.

Holiday spirit

Overall, W magazine’s ad numbers are up 6 percent since January, and saw an increase of 9 percent in the fourth quarter.

New advertisers to the December issue include Bottega Veneta, Bottega Veneta fragrance, Fabergé, Jimmy Choo fragrance and Hermés.

The magazine features a few of the same advertisers as the gift guide along with quite a few holiday-oriented ads from luxury brands such as Cartier, Michael Kors and Moët & Chandon.

For example, Cartier’s holiday-themed ads take over the first four pages of the December issue covering the pages in snow and perfectly-wrapped gifts.



Additionally, Prada's front-of-book spread prominently features a small teddy bear dressed in green and red.

Donna Karan's December ad is dominated by the color red as a model twirls in one of the designer's scarlet cocktail dresses.

Also, the De Beers ad features the jeweler's diamond pieces on a bed of snow with glimpses of a frosted evergreen tree.

In light of New Year's Eve, the Michael Kors ad features a club scene and a lot of Champagne.

Moët & Chandon also took out a one-page ad in the front-of-book featuring its Imperial Champagne bottle.



Other holiday- and winter-themed ads included those from Tommy Hilfiger, Belvedere vodka and Kimberly McDonald jewelry.

The back cover was an ad from Yves Saint Laurent for its Opium fragrance.

“Without a doubt, the printed page is a far more luxurious showcase for brand messages than any digital medium developed to-date,” Ms. Brenner said. “The look-and-feel is gorgeous, the pages are beautifully packaged inside heavy-stock covers and, perhaps best of all, the medium is easily transportable.

“Consumers feel their computers represent work but that magazines represent pleasure, leisure and passion fulfillment,” she said.

Final Take

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