

MOBILE

WWD adds interactive advertising platform with iPad app

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By RACHEL LAMB

Fairchild Fashion Media's Women's Wear Daily is adding another platform for luxury brands to advertise through the release of its new iPad application.

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Luxury Daily

The app features a digital edition of the paper that goes live daily at 12:01 a.m. Eastern Time. Also, users can combine their WWD subscriptions to include the mobile version.

“The app serves as an incredible complement to both the daily paper and the Web site, making a bundle subscription of all three the best way to now experience WWD,” said Dan Shar, vice president and general manager of digital for WWD, New York.

“The paper provides a roundup of the day’s most important stories in a beautiful aesthetic and tactile experience and the Web site is the home for breaking news and around-the-clock coverage,” he said.

“The app takes input from both to provide a unique experience all its own.”

Fairchild Fashion Media is owned by Conde Nast, publisher of Vogue, W, Vanity Fair and Glamour magazines.

Daily dosage

This is the second app that WWD has launched. Its first, WWD Milestones, was released in February 2011.

The WWD Milestones app celebrates the significant achievements of luxury brands with a digital version of its Milestones issue offered via an ad-supported iPad app ([see story](#)).

However, WWD took advantage of the iPad-specific capabilities such as enhanced article view, slide shows with bonus images not available in the paper and a live feed with news from WWD's "Eye" section, per the company.



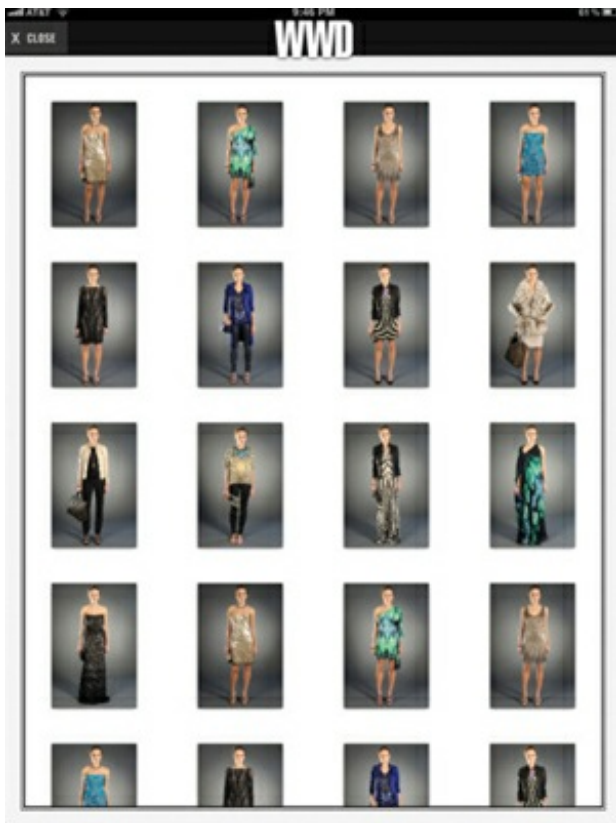
WWD mobile app

Consumers can also read daily content such as breaking news and analysis of the fashion, retail and beauty industries, business coverage, trend identification and celebrity style, popular culture and entertainment-related coverage, according to WWD.

Luxury marketers are also benefiting from the new iPad edition.

“Our app is a great opportunity for advertisers as it allows another avenue for them to reach our readers,” Mr. Shar said.

“Ads running in the paper will also appear in the app, so it is really a bonus platform,” he said.



WWD app

Another addition to WWD is a new column called ChinaFile that will appear in each Wednesday's paper.

The column is by Huang Hung, who is one of the top fashion moguls in China, claims WWD.

Reader's choice

The new WWD app will also help global consumers, whether they live across seas or are traveling, to be more in touch with the brand.

"We have an international reach with readers living and traveling all over the world and having a mobile presence enables us to better reach and serve them," Mr. Shar said.

This seems to be a common theme for other luxury-focused publications.

For example, Robb Report took its mobile edition one step further and beat out competitors by becoming one of the first luxury publications to allow subscribers to read the magazine on the new Kindle Fire tablet ([see story](#)).

Also, since the launch of Apple's iOS 5 software, luxury titles have been creating digital versions of their magazines to place in Newsstand and offering subscription fees ([see story](#)).

"This launch helps WWD have an additional platform to reach our readers who are either traveling or live outside of our daily paper distribution areas," Mr. Shar said. "They now have a way to have a mobile paper delivered.

"Our strategy is to give our readers an app based upon what they want," he said. "We did

research before developing the app and found readers really wanted the sense of completion they receive from reading the daily paper, and this is why our app format and content are anchored by the daily paper.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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