

PRINT

Tatler strikes out aspirationals via ultra-luxe ads

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By RACHEL LAMB

Where most luxury publications focus on celebrity endorsement to sell space, Condé Nast's Tatler magazine is moving towards creating a luxury lifestyle image by carefully selecting only high-end brands and images in its April issue.

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Luxury Daily

Advertisers including Ralph Lauren Collection, Tiffany & Co., Louis Vuitton, Chanel, Miu Miu and Burberry are only some of the labels that are seen in Tatler's glossy pages. To convey the ultimate luxury image, Tatler does not include mainstream brands or campaign images that attract an aspirational crowd.

"Unlike other luxury magazines where the content focuses on design and objects such as fashion, jewelry and automobiles, Tatler's primary focus is the people that are the model consumer profile of these luxury goods and services," said Courtney Albert, brand consultant and strategist for Parker Avery, Atlanta.

"More specifically, the subjects featured in Tatler are the upper class, blue-blood set, aristocrats and royalty," she said. "In many ways, instead of depending on celebrities and models to provide the subtle cues of luxury, as a luxury brand having advertising message in Tatler gives a sense of endorsement from the group of people that embody a true luxury lifestyle."

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

Tatler did not respond before press deadline.

Inspiration, not aspiration

Tatler's April issue oozes luxury before consumers even open the issue. The cover model is Sophie Windsor, a television star known for her role in "Two and a Half Men" who married Lord Frederick Windsor in 2009.

When readers open the issue, the inside front-cover ad is a tri-fold spread for Ralph Lauren Collection, the most luxurious of the Ralph Lauren labels.



Ralph Lauren Collection

Ralph Lauren used a different spread than those used in U.S. publications, but still stuck to the same standard model in different outfits along with a single shot of an accessory in the middle.

The next ad is for Tiffany's new Rubedo collection. The spread is two pages, the first a close-up shot of a woman wearing a bracelet and the second is a background of Tiffany blue and a description of the new Rubedo collection in black text.

Louis Vuitton also took out a four-page spread of its pastel spring/summer collection featuring two young models in an ice cream parlor.



Louis Vuitton ad

There are also some cosmetics ads that take up some front-of-book real estate. For example, Chanel's sublimage la crème takes a two-page spread, the gold cream luminescent against a black background.

In addition, Dolce & Gabbana's Bouquet color explosion line appears a few ads down.

Where other luxury-focused magazines have mainstream cosmetics brands in these places to retain aspirational consumers, Tatler keeps the bar high and uses super-luxury skincare, makeup and fragrance labels.

There is also a lack of celebrity endorsement in April's Tatler.



Gucci eyewear ad

Some of the models, though recognized from previous brand campaigns, are not household names.

In fact, only a few brands including Christian Dior and Dolce & Gabbana have famous celebrities in their images.

Blue-bloods only

Tatler is obviously attracting high-end consumers only, opting to leave out aspirational readers.

“Its reach and influence is unrivalled and it’s a brand which continues to remain relevant to a very specific sector of society,” said David Langton, global marketing manager at ICLP Loyalty, London.

“It constantly taps into things that matter to the target audience, both a trend-setting style bible and part of the very fabric of the establishment which it serves,” he said.

If Tatler gave in to mainstream brands, the publication may drop from its pedestal. Therefore, this could be a ploy to retain customer loyalty.



Chanel ad

Brands could execute campaigns that give them access to customer data and a chance to interact with them one-on-one.

Luxury marketers have been using social media and mobile calls-to-action within their print media to do this.

For example, retailer Bergdorf Goodman frequently places QR codes that lead to its blog 5th/58th in its catalogs and mailers ([see story](#)).

“Luxury brands have always invested heavily in advertising and above the line marketing,” Mr. Langton said. “However, more recently, many have started to focus more personal one-to-one relationships, such as social media engagement and CRM initiatives.

“This approach enables them to build more direct and deeper relationships with their customers and allows them to deliver greater value through personalisation and relevance,” he said. “Overall, though, the balance of marketing investment is very much at the advertising, sponsorship and brand marketing.”

Final Take

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