

PRINT

Tiffany, Ralph Lauren reaffirm position as lifestyle brands in May Town & Country

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By RACHEL LAMB



May Town & Country

Advertisers including Tiffany & Co., Ralph Lauren, Cartier, Rolex, Chanel, Christian Dior, David Yurman and Ritz-Carlton are positioning themselves purveyors of the luxury lifestyle in this month's Town & Country magazine that features actress Gretchen Mol, private clubs and Britain's Queen Elizabeth II.

The marketers are accompanied solely by high-end brands and editorial, therefore giving off the sense of a lifestyle labels and not just brands that sell luxury products. A Town & Country position will likely move brands up in the eyes of consumers, a publication that is well-known for its affluent audience and focus on high-end brand advertisers.

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“Unlike mass-market publications where advertising is essentially a disruption of the content, in luxury print, the magazine is viewed as a whole,” said John Barker, president of **Barker/DZP**, New York.

“The advertising is ideally an extension of the lifestyle content, adding to the value of the consumer experience rather than detracting from it,” he said.

Mr. Barker is not affiliated with Town & Country, but agreed to comment as an industry expert.

Town & Country was not able to respond before press deadline.

Luxe life

Where most publications create a mix of high-end and low-end marketers, Town & Country cuts out the latter to give a completely luxury voice to the magazine.

The May issue of Town & Country is no different.

The front-inside cover of the magazine is Tiffany’s new Rubedo collection. The two-page spread comprises a woman wearing a cuff on the left-hand side and a Tiffany-blue background and some words about the collection on the right-hand side.



Tiffany ad

Another ad is for Dior, which showcases brand ambassador Marion Cotillard with the new Lady Dior handbag line.

David Yurman also takes up real estate in this month’s Town & Country with its Look Closer campaign designed to showcase specific watch details.

Montblanc chooses to advertise its Princess Grace of Monaco collection with a two-page spread in the middle of the book. The ad is next to the Style Spy section of the magazine.



Princess Grace collection

The back cover shows the double-wrap chunky chain ID bracelet from Ralph Lauren fine jewelry. The brand includes two shop locations, its Web site and a telephone number for easy engagement.

Live the lifestyle

The high-end ads in this month's Town & Country are complemented by the editorial.

Features including Queen Elizabeth II, New York's grandest hotels, the exclusive Club Ted and an interview with actress Gretchen Mol all appeal to the affluent reader.

Since print is becoming cluttered, luxury brands may want to consider some environments that are not shared with lower-end marketers.

For example, brands including Ralph Lauren, Ritz-Carlton, Chanel, Barneys New York, Ulysse Nardin, Richard Mille, Chopard, Lexus, Ermenegildo Zegna and Giorgio Armani are helping lend a lifestyle theme to Robb Report's April issue ([see story](#)).

In addition, 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 ([see story](#)).

"Print advertising is immediately accessible, meaning that a reader can refer to the advertisement at any moment," said Courtney Albert, brand strategist at [Parker Avery](#), Atlanta. "The viewer does not have to wait for that particular commercial to play or for the online banner or pop-up to appear.

"This means that the consumer can access and focus on the message as long as he or she wants," she said.

Final Take

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