

INTERNET

Will the English edition of French Vogue cannibalize British, US sites?

April 17, 2012



By RACHEL LAMB

Condé Nast's Vogue Paris introduced an English version of its Web site yesterday, which is expected to increase the visitors to its site without diverting traffic from its British and U.S. counterparts.

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Luxury Daily

Vogue Paris is featuring a daily selection of exclusive content that is specifically designed for its worldwide visitors. This new offering is part of the massive retooling that the Vogue Paris site underwent in early February in which the brand saw a 130-percent traffic increase.

"Vogue's digital strategy is based on innovation and brand experience," said Sarah Herz, director of Condé Nast Digital, Paris. "Thanks to the position we have taken since making these moves, today Vogue.fr is the digital reference for fashion and trends in the market.

"With the launch of the English edition of the site, Vogue Paris has taken things up a gear to bring a more international dimension to the brand, and open up new horizons in terms of audience and advertising," she said. "In opening up the site to non French-speakers, we are taking the voice of Vogue Paris worldwide, and allowing readers to tap into our own unique take on the worlds of fashion, beauty, jewelry and culture wherever they may be.

"We're very excited about this, both for our audience and for our advertisers."

Back in vogue

The retooled Vogue Paris site was launched Feb. 6.

"By recognizing this thirst for French fashion content outside of its local market and by translating their site into English, Vogue Paris has opened its doors and communication channels to a much larger audience," said Abbie Weiss, digital advertising strategist at [Pod1](#), New York.

"As the translated content on Vogue Paris remains local and specific to France and the French point of view, this launch does not cannibalize the US or UK Vogue sites," she said. "Quite the opposite.

"It only strengthens the brand's global reputation and positioning."

The iPad-inspired spacing of the magazine emphasizes pictures, large formats and full-screen side-shots.

The layout is clear, stripped back and is easy to navigate. French Vogue includes editorial from the magazine in addition to private meetings with fashion creators and backstage shoots.

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The Tabou ring by Pomellato

For summer 2012, the Italian jewelry house has created a pink gold ring, set with grass green peridots.

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Articles on the retooled site

Marketers including Boucheron, Ralph Lauren, Chanel, Cartier, Burberry and Gucci kicked off advertising when the site was relaunched.

The English language option is probably going to help increase the traffic to the Vogue Paris site, which will benefit the advertisers.

"We currently offer a completely tailored package to advertisers," Vogue's Ms. Herz said.

"Ads are embedded into the content of the site and are fully part of the reader's relationship with it, which is hugely important to a brand like Vogue.

"We wanted to create an emotional link by bringing the two together to form a single context for the user, with a seamless look and feel thanks to unique and innovative ad formats," she said.

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K for Kate Moss

Born on January 16, 1974 in Croydon, Kate Moss was discovered at age 16 in New York City's JFK airport by the founder of Storm modeling agency, Sarah Doukas. In 1994, she signed her first big contract with Yves Saint Laurent, where she became the talon.

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Looking for 'VogueParisInEnglish'? Click the Union Jack for Paris fashion news in English.

This week tastes just as good as it sounds here in Paris, on Vogue.fr

Today sees the launch of an English-language edition of Vogue.fr

Introduction to the English version

Indeed, the decision to retool the site did benefit Vogue Paris.

The site saw a 130 percent increase in traffic, reached 500,000 fans on Facebook and is nearing 1 million Twitter followers, per Vogue Paris.

The English content on Vogue Paris will be the same as the French edition. Some articles include looks of the day, book suggestions, videos and beauty and outfit inspirations.

Meanwhile, the U.S. and British versions of Vogue have some of the same content, but are tailored to their respective markets.

For example, the U.S. Vogue site has a different layout and includes articles such as street style at the music festival Coachella and a behind-the-scenes look at the new HBO series "Girls."



U.S. Vogue.com

Publishing powerhouse

In addition to its revamped site, Vogue Paris will soon be introducing a new mobile application for the Android and iPhone, a mobile site and a subscription plan for the iPad.

Quite a few luxury-focused publications are increasing their Web and mobile offerings to better accommodate the increasingly-digital world.

For example, marketers Barneys New York, Trump Hotels Collection, Christie's, Lexus, Martin Katz, Vérité and Arturo Fuente stood out with completely interactive ads in the April version of Robb Report for the iPad ([see story](#)).

The added interactivity could lead to mobile transactions, increased traffic and brand loyalty.

In fact, luxury marketers need to take advantage of the younger and richer readership of tablet magazines, but they need to act fast since this may not be the majority demographic for very long, according to research from Condé Nast ([see story](#)).

Even though luxury marketers use print versions of magazines for the bulk of their marketing, they need not abandon print as an advertising channel as long as they keep digital in mind and incorporate innovative ideas into magazine advertising space, experts say ([see story](#)).

Indeed, keeping up innovative techniques such as including an English option for a French publication will likely increase traffic for the brand and position it as a thought-leader in its category.

"The translation of French Vogue for an English-speaking market is a great idea," said Gail McClelland, head of business development and strategy at Pod1.

"Fashion fans and followers are inherently drawn to the French, more specifically Parisian, style," she said. "The aesthetic and sophistication of French design is hugely influential on fashion on a global level."

Final Take

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