

PRINT

LVMH, Chanel kick off inaugural Allure Russia

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By RACHEL LAMB

High-end beauty brands such as LVMH Moët Hennessy Louis Vuitton, Chanel, L’Oreal Paris and Clarins are accompanied by fashion labels Cartier and Diane von Furstenberg in the inaugural issue of Condé Nast’s Allure Russia.

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Since Russian women care about beauty in very broad sense, many luxury cosmetics brands are looking to tap this new platform. There are 81 ad pages in this 256-page issue.

“Russia is a huge market for lots of top worldwide beauty brands,” said Victoria Boukharkina, publisher of Allure Russia, Moscow. “In contrast with more mature markets, it keeps growing.

“Rising consumer spending boosts retail sales, and the beauty and personal care products market, the most dynamic before the crisis, is recovering at the fastest pace,” she said.

“One of the most important factors for the launch in Russia is a totally free niche in the magazine landscape – currently in Russia, there is no premium quality magazine devoted to beauty.

Russia's allure

Russian women have a special relationship with all things beauty-related, according to

Ms. Boukharkina.

“Beauty clients are increasing their advertising investment of premium brands, especially skincare, and citing skincare as an increasingly important money-maker,” Ms. Boukharkina said.



Allure Russia

Along with beauty brands, other marketers kicking off the first Allure Russia issue include BMW, Cartier and Diane von Furstenberg.

Allure Russia will provide coverage on not only beauty, but celebrities, fashion, travel, health, sports, psychology and society.

Also, renowned photographers including Michael Thompson, Robert Erdmann, Regan Cameron, Mario Testino, Patrick Demarchelier and Norman Jean Roy.

The launch issue cover of Allure Russia features Russian model Natasha Poly.

In addition to the print publication, Allure Russia is also launching its new site at <http://www.allure.ru> and a mobile application.

Beauty label

In the first half of 2012, beauty made up more than 40 percent of all print ad pages in female glossy magazines.

Furthermore, the segment is up 12 percent in 2010 and is expected to grow by 54 percent in 2014.

Given Russian women's affinity for beauty brands, it makes sense that these luxury marketers would find advertising in Allure Russia beneficial.

Allure Russia targets an affluent and middle class female audience aged 27-40. This puts the age rate at women who are probably pretty far along in their careers and are able to purchase high-end luxury goods and beauty products.

"Both working and not working women who care about their looks and appearance, early adopters as oppose to aggressive fashionistas," Ms. Boukharkina said.

"With a premium position, Allure targets a wide range of urban women open to innovation and major trends who are looking for products to buy and services to use," she said.

"Allure is able to enjoy premium positioning while targeting a wide current and potential audience for all types of luxury goods."

Final Take

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