

MULTICHANNEL

Jaeger-LeCoultre pairs with W to celebrate inaugural Generation issue

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By RACHEL LAMB

Swiss watchmaker Jaeger-LeCoultre partnered with Condé Nast's W magazine to introduce the Generation W issue featuring a young group of 55 new art, style and movie stars through an event and print marketing campaign.



W hosted an event in collaboration with Jaeger-LeCoultre to celebrate the issue set to drop Sept. 25. The event, in addition to advertising in the issue, could elevate the watchmaker's awareness.

"Our inaugural Generation W issue is a tribute to those who embrace fashion as a way of expressing their creativity," said Stefano Tonchi, editor in chief of W, New York. "W prides itself on discovering new designers and is the first to recognize great style and to take risks."

"So, for this special issue, we wanted to celebrate the world's chicest women, and while they come from all over – fashion, art and Hollywood – they all have one thing in common: their valiant approach to fashion," she said.

W has a ratebase circulation of 450,000. These readers have a median household income of \$155,215.

Who, what, where

The event hosted last week was attended by tastemakers including Mandy Moore, Rebecca Minkoff, Elisabeth Moss, John Dempsey, Anna Dello Russo, Cara Delevigne, Jason Wu, Lily Kwong and Linda Fargo.

Generation W kicked off the portfolio with the W Style Council feature. This celebrates the most fashionable women worldwide.

The list includes actresses Diane Kruger, Elle Fanning and Dakota Fanning, socialites such as Cara Delevigne and Poppy Delevigne, Margherita Missoni and Delfine Delettrez, and the future of fashion including star kids Suri Cruise and Harper Beckham.

Also featured are the most prominent women in the art world who are not afraid to embrace fashion. One of these is Teresita Fernandez, one of the artists appointed by President Obama to the U.S. Commission of Fine Arts.



Ms. Fernandez wearing Jaeger-LeCoultre at the party

Jaeger-LeCoultre is advertising in the inaugural Generation W issue, alongside other marketers including Christian Dior, Gucci, Fendi and Chanel.

The ad features Jaeger-LeCoultre ambassador Ms. Kruger as she models branded timepieces.



Ms. Kruger for Jaeger-LeCoultre

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The combination of event sponsorship and print advertising is likely a good move for Jaeger-LeCoultre.

Other marketers have taken this route.

For example, German automaker BMW used its sponsorship of the BMW ClubCorp Best Ball Challenge in June as an opportunity to offer test drives and build brand awareness.

BMW had exclusive access to an audience with household incomes of approximately \$256,000 and was able to position its vehicles and products at the forefront of their minds. BMW also advertised in a correlating issue of ClubCorp.'s Private Clubs magazine ([see story](#)).

Also, Swiss watchmaker Longines and Hearst's Town&Country magazine partnered to seek out and award three women who make a difference in the lives of children around the world.

Town & Country and Longines had placed an ad in the magazine before the awards calling for readers to nominate a women making a difference in their community ([see story](#)).

"Print is the historical vehicle for communicating a brand's essence," said Chris Ramey, president of Affluent Insights, Miami. "The digital charge is being led by best customers and prospects.

"Print is an integral part of our omni-channel world," he said. "It is not dead, but as with all things, it has to evolve.

"The business model is changing, just as the most effective strategies to reach the affluent are changing."

Final Take

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