

PRINT

Cartier, Oscar de la Renta double up with Town & Country ads

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By RACHEL LAMB

Marketers including Cartier, Oscar de la Renta, Carolina Herrera and Harry Winston are doubling up on ad placements this month in Hearst's Town & Country not only in the October issue, but in the fall/winter Weddings publication released at the same time.

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The ads differ in terms of products, but the brands are ultimately gaining awareness through the added placement. Indeed, print marketing remains one of the most beneficial channels for luxury brands.

"Town & Country is a great vehicle for reaching classically-minded, truly affluent consumers," said Matt Egan, strategy director at Siegel+Gale, New York. "Their readership consists of affluent tastemakers — people with the ability and will to drive the luxury market forward.

"While the luxury goods category bumped along quietly during the Great Recession, brands are anticipating an improved economy and they are spending now to reap the benefits of a recovery," he said. "With the housing market stabilizing, household balance sheets are finally healing, and many luxury consumers who may have been on the sidelines are once again ready to indulge.

"It also shows that print advertising may well remain the mainstay of luxury goods marketing. While digital and social media are effective sales accelerators, luxury brand managers will continue to rely on print media to build and maintain a high-end image."

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

Town & Country did not respond before press deadline.

Wedding belles

Cartier is one of the brands that placed in both Town & Country issues this month.



October issue ad

In the October issue, Cartier used a double-spread in the front of the book for its trinity pearls. Meanwhile, the jeweler flaunted its wedding and engagement rings in a front-of-book spread.



Weddings ad

Harry Winston is using both issues to flaunt its Live the Moment campaign. In the October issue, the ad is for a ring, bracelet and necklace while the Weddings issue depicts a bride with jewelry for her big day.

Saks Fifth Avenue also placed ads in both issues. In the wedding issue, Saks is showing a

bridal collection from Oscar de la Renta and in the October issue, it is celebrating its commitment to Carnegie Hall.



October ad

Another brand taking advantage of both issues is Oscar de la Renta. Predictably, the apparel designer used the Weddings issue to show its bridal collection while the October issue showed its children's line.



Weddings ad

Meanwhile, Carolina Herrera is showing its bridal and ready-to-wear collections in each of the issues.

Other marketers advertising in the issues include Ralph Lauren, Bulgari, Rolex, Tiffany & Co. and Forevermark.

These brands are also targeting affluent audiences in their respective publications.

Niche riche

Print advertising still remains a lucrative and integral part of luxury marketing.

Luxury-focused magazines provide an environment for marketers that allow them to connect with a target audience while they are relaxed and looking to connect with products and a lifestyle.

Other brands are using print marketing to connect to specific audiences through various magazines.

For example, Ralph Lauren, Hermès, Barneys New York, Patek Philippe, Chopard, Gucci and Cartier are aiming for the ultra-affluent audience by advertising in the Mediterranean-themed October issue of American Express Publishing's Departures magazine ([see story](#)).

Meanwhile, Giorgio Armani, Ermenegildo Zegna, Tod's and Louis Vuitton are just some of the advertisers in Fairchild Fashion Media's new M magazine that is geared towards an affluent male audience ([see story](#)).

According to the magazine, the median net worth of Town & Country readers is the top 10 percent of measured magazines.

Readers spend approximately more than \$15,000 on travel, \$15,000 on home, more than \$15,000 on apparel and accessories, \$10,000 on electronics, \$5,000 on personal care and wellness and \$3,000 on beauty products in one year.

Since Town & Country's audience makes it such a dream print placement for luxury marketers, it makes sense that so many of them are there.

"Luxury brands have always had a love affair with glossy magazines," Mr. Egan said. "From a business point of view, magazines offer a cost-effective way to reach niche luxury audiences, as opposed to the mass audiences available on network and cable TV.

"Beyond that, there is strong creative affinity between luxury brands and the higher-end books," he said. "Luxury remains an image-obsessed category, and nothing builds iconic stature like compelling and memorable image in a glossy magazine.

"Creating an effective print campaign has become a critical stepping stone toward creating long-term brand value in the luxury space."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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