

PRINT

## Chanel, Dior continue print streak in W's March issue

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By TRICIA CARR

Chanel, Christian Dior, Michael Kors, Valentino, Louis Vuitton, Salvatore Ferragamo, Saks Fifth Avenue, Tod's, Hermès and other luxury advertisers are demanding attention from trend-seeking readers in the oversized pages of W's March fashion issue.

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**Luxury Daily**

The March issue of Condé Nast's W presents readers with spring/summer campaigns from some of the most prominent fashion marketers and numerous spreads including the main feature with models Kate Moss, Lara Stone and Natalia Vodianova. The issue seems to demonstrate the power of imagery with both the advertising and editorial spreads as well as three different covers.

"March fashion magazine issues are one of the most important months, second only to September issues," said Courtney Albert, management consultant at [Parker Avery Group](#), Atlanta.

"March issues herald in a new season, providing brands the opportunity to introduce upcoming spring collections and giving consumers the opportunity to imagine their wardrobe as soon as they get out of the cold winter months," she said.

Ms. Albert is not affiliated with W, but agreed to comment as an industry expert.

W, which did not respond before press deadline, has a ratebase circulation of 450,000. These readers have a median household income of \$155,215.

### Spring from the page

Quite a few luxury brands took out placements in W's March issue to reiterate their spring/summer campaign message to their target audience.

Chanel started off the issue with a six-page spread that began on the inside-front cover.

Dior, Michael Kors and Valentino each took out four-page spreads before the table of contents.

Other front-of-book advertisers include Estée Lauder, Gucci, Fendi, Prada, Giorgio Armani, Marc Jacobs, David Yurman, Bottega Veneta, Miu Miu, Donna Karan, Burberry, Chloé, Stuart Weitzman, Bulgari, Céline, Brian Atwood, Emilio Pucci and Proenza Schouler.

Four-page spreads from Louis Vuitton, Hugo Boss, Ferragamo and Nina Ricci separate pages in the table of contents.

Saks' stand-out 24-page placement printed on thick pages is also present in the table of contents along with ads from Belstaff, Balenciaga, Stella McCartney, Jil Sander, Tom Ford, Chanel and Alexander McQueen.

Some advertisers veered from front-of-book and took out placements within the magazine's front-of-book content.

Ads from Reed Krakoff, Givenchy, Cadillac and Jimmy Choo lead up to a four-page spread from Tod's in the "Party People" section. Next are placements from Land Rover, Carolina Herrera and Hublot.

Hermès spread out its ad in the "Living Large" feature that reports on the homes of notable subjects of past W spreads.

Next, MaxMara took out a four-page spread in the middle of the "Hot Property" fashion trend pages.

Versace's ad placement of its dark spring/summer campaign takes up four of the 10 pages of "The Place Beyond the Pines" story named after the upcoming film.

Ads from Missoni, Simon G., Cesare Paciotti, Alberta Ferretti, Balmain and Michael M. lead into the spring fashion spreads that take up the rest of the book.

The last ads in the magazine are from Giuseppe Zanotti, Hemmerle, Jean Paul Gaultier and Akris with a back-cover placement from Cadillac.

### Seeing double

Luxury advertisers in the March issue of W used the same strategy to advertise in other publications with affluent readership.

For example, Gucci, Dior, Prada, Louis Vuitton, Armani, Miu Miu, Chanel, Bottega Veneta, Donna Karan and other advertisers grace the first pages of the annual Hollywood issue of Condé Nast's Vanity Fair.

Chanel took out six pages in front of book while Versace stands out with two adjacent fold-out ad pages beginning on page 144 of the just-under-400-page issue.

Later on, Hermès took out four pages in the Fanfair section – one adjacent to the opening page of the editorial section, a two-page spread to kick off the section and one additional page ([see story](#)).

Additionally, Dior, Gucci, Armani, Burberry, Prada, Miu Miu, Donna Karan, Ferragamo, Tod's and others took out ads in the 272-page March issue of Condé Nast's Tatler magazine.

Louis Vuitton and Michael Kors doubled up on pages in the front-of-book advertising section whereas Chanel placed six pages in a row in front of book ([see story](#)).

"March issues trigger the approaching season's trend frenzy and ideally move consumers to start creating their mental shopping lists," Ms. Albert said.

"To stand out in crowded March issues, marketers have to approach the advertisement or campaign with the end-to-end customer experience in mind," she said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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