

PRINT

Hermès, Chanel tap Travel + Leisure for lifestyle push

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By TRICIA CARR

Hermès and Chanel are standing out against the travel-focused pages of American Express Publishing's Travel + Leisure March issue to showcase their affluent brand lifestyle.

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Luxury Daily

Travel advertisers including Trump Hotel Collection, Oceania Cruises and Oberoi Hotels & Resorts take up quite a few pages in the issue. This month's editorial focus is a Rome travel guide and the 2013 Design Awards.

"Travel + Leisure always has a high-style quotient, and the ninth annual Travel + Leisure Design Awards in this month's issue heightens that element even more," said Jay Meyer, vice president and publisher of Travel + Leisure, New York.

"The Design Awards highlight the best new examples of design across a range of categories covering everything from hotels and museums to travel accessories and clothing," he said.

Travel + Leisure has a total circulation of 988,648.

Across the pond

The first ad in the issue is a two-page spread of Hermès' spring sporting campaign. The ad shows a woman wearing an oversized scarf positioned upon a bicycle.



Hermès ad

TAG Heuer's ad starts off the table of contents.

Celebrity Cruises, Mexico's Nizuc Resort & Spa, Oceania Cruises, India's The Leela Palaces Hotels and Resorts, Trump Hotel Collection, Oberoi Hotels & Resorts and other advertisers took out placements among the first editorial pages leading up to the Design Awards section.



Trump ad

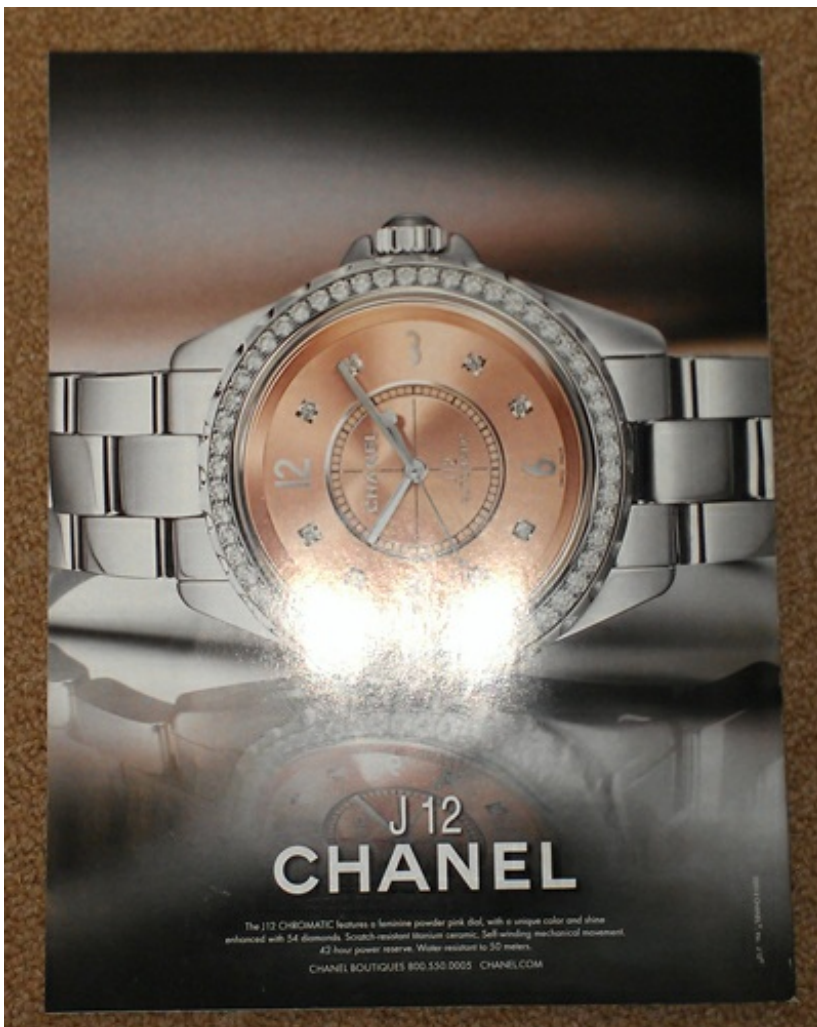
The Travel + Leisure Design Awards feature best museum Städel Museum Frankfurt; best resort Tierra Patagonia Hotel & Spa in Torres del Paine, Chile; best public space Franklin D. Roosevelt Four Freedoms Park in New York; best transportation London Bus; and best retail space Sweet Alchemy by Stelios Parliaros in Athens among other accolades.

Succeeding editorial features cover a wellness retreat in the Thai island of Koh Samui, the current mood in Hamburg, peer-to-peer tours in Los Angeles, the "definitive guide" to Rome, 12 family vacation ideas and villa rentals.



Rome guide

Chanel closes out the issue with its latest J12 Chronograph ad.



Chanel ad

Out of the box

Quite often luxury marketers use ad placements and media partnerships to venture outside of their brand category.

For example, luxury jewelry advertisers along with high-end home brands are targeting

readers of Veranda's March/April issue, which saw a 4.29 percent increase in ad pages since the year-ago period.

Chanel, Rolex, Tiffany & Co. and Patek Philippe are pushing jewelry and watches in a magazine customarily dominated by ads from home and design brands. Advertisers in new categories are looking to Veranda to align with the interests of today's affluent consumer after the magazine shifted its front-of-book editorial to have a lifestyle focus ([see story](#)).

In addition, department store chain Saks Fifth Avenue partnered with American Express Publishing's Departures magazine to raise awareness for its hand-tailored fall menswear collections through an advertorial and event in Bal Harbour, FL.

The advertorial called "The Artisans" appeared exclusively in the December issue of Departures.

Saks and Departures also hosted an event to draw male consumers and showcase brands such as Canali, Corneliani, Kiton, Ralph Lauren, Saks Fifth Avenue Private Label and Tod's ([see story](#)).

Now, fashion and jewelry brands are likely tapping the aspirational vibe of Travel + Leisure to reach affluent consumers in a certain frame of mind.

"The March issue has a good mix of luxury advertising, from watches and beauty to automotive," Mr. Meyer said. "New luxury business in this issue includes Chanel J12 watches, Hermès, TAG Heuer, Lancôme and the Lincoln Motor Company."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York