

MOBILE

British Airways taps new audience with Patek Philippe-sponsored iPad magazine

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By ERIN SHEA

British Airways is tapping a new audience by introducing an iPad edition of its in-flight magazine for first class travelers that is sponsored by Patek Philippe.

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Luxury Daily

The First Life digital edition is available for iPad users to download since March 1 and offers more interactive qualities than its print edition does. The move to digital will allow the magazine to gain more readers who are not currently traveling on a British Airways flight and those who are affluent iPad users.

“The affluent audience is one of the fastest growing mobile audiences and are known as early adopters of new technologies because they can afford it,” said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

“It just makes sense that a luxury publication would want to be available on the same medium their audience is on,” she said.

“It is the perfect time and place to capture the attention of the right person.”

Ms. Adhami is not affiliated with First Life, but agreed to comment as an industry expert.

First Life was did not respond by press deadline. The print edition is an in-flight magazine given out to British Airway travelers in first class. It is published bimonthly and has an approximate potential audience of 44,000.

For the collector

First Life magazine application is available to download for iPad users in the [App Store](#) for free.

The iPad edition of the Collector's Issue of First Life magazine is sponsored by Patek Philippe.

The brand's logo is on the cover of the issue.



Cover

The first article covers a list of spring's luxury essentials.

Products included in the list are a series of Alexander McQueen items from the spring/summer 2013 womenswear collection, Diptyque's Rose Duet fragrance, the bespoke film production team Bucket List Film, the Above and Beyond theater experience at the Corinthia Hotel in London, Prada's Luna Rossa eau de toilette and the La Sultana mega-yacht.

Spending Power

Immersive theatre, your life on film, a yacht, like no other: spring's luxe essentials are right here



Touch

The bee's knees

The fashion world was buzzing with praise for Alexander McQueen's SS13 womenswear show where models wore beekeeper hats and heels with gold-thread bee and honeycomb embroideries. We love this knuddleduster bee clutch. alexandermcqueen.com

↓ Scroll down

Alexander McQueen products

Next, the magazine has an article on the history of collection that examines why affluent consumers invest and collect items. It is followed by a section that profiles the super-collectors of the world.

Then, there is a multi-page spread on vintage investments and in which vintage products collectors should invest. The products include wine, watches, books and photography.

Pad 12:51 PM 69%

auctioned at Christie's in 2012 – a Breguet and two Patek Philippes – fetched more than \$3 million apiece. More esoterically, there's a modern British alternative to classic Swiss collectables: Roger W Smith creates bespoke masterpieces with an English aesthetic in his workshop on the Isle of Man. His unique, entirely hand-built watches cost between £75,000 and £250,000, and only ten pieces are produced each year.



WHY WATCHES?
It's about craftsmanship, really. Collectors want to know they are getting the very best, whether they're acquiring a prestige car, a pair of handmade shoes or a beautiful watch. The mechanical movement of a fine watch has a life of its own – it's alive, in a way. There is something satisfying about owning something that you know has taken a long, long time to produce, by a person with a very high level of skill.
Roger W Smith, independent watchmaker, Isle of Man

HOW TO GET STARTED
It's very personal, the point where "having a few watches" ends and collecting begins. Look around, and acquaint yourself with all the possibilities. Don't run headlong into your first serious purchase. Antique watches, like vintage cars and fine wine, can be unpredictable. As with any luxury product, a good dealer should give you excellent advice for free. A buyer ready to pay £500,000 for a watch is entitled to ask questions about provenance and condition. Aurel Bacs, international head of watches, Christie's, London

BRANDS TO COLLECT

- Audemars Piguet (audemaspiguet.com)
- Breguet (breguet.com)
- Cartier (cartier.co.uk)
- Jaeger-LeCoultre (jaeger-lecoultre.com)
- Girard-Perregaux (girard-perregaux.com)
- A Lange & Sohne (alange-soehne.com)
- Patek Philippe (patek.com)
- Rolex (rolex.com)
- Roger W Smith (rsmithwatches.com)
- Vacheron-Constantin (vacheron-constantin.com)

WEEKLY LIFE AND ENTERTAINMENT MAGAZINE WITH ATTRACTIVE AND EXCLUSIVE CONTENT. PLEASE REPLY TO: CALDERA CHRONOGRAPH (PHOTOGRAPHY) WITH THE WHEELS, WOODWORTH WHEELS, COUSIN, 403 (PHOTO) PIRATE WATCHES (PHOTO) © CHRISTIE'S LONDON LIMITED 2013. BRIGITTE & ILLINOIS, NO. 1047 (THE NEW PLATE ACCESSORIES), NUBLE PRINCE (DE) DRAGONHUTZER, A LANGE & SOHNE GOLD REGIONS WATCH WITH TWO MOVEMENTS © CHRISTIE'S LONDON LIMITED 2013

Watches to collect

Also, there is an interactive map that allows readers to tap on certain cities around the world to see where the most prestigious art shows take place.

ALL THE FUN OF THE FAIR
Laura McLean-Ferris selects the key art events for the year ahead



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Interactive map

The rest of the content focuses on entertainment and contains articles on actress Marion

Cotillard, director Ang Lee, British television shows such as Top Gear and a music section featuring composer Philip Glass.

The only advertisement in the digital issue is a Patek Philippe ad placed on the last page that highlights the Diamond Ribbon timepiece.

Readers are able to watch a short video and move through multiple images and content that explain the brands and watches without being brought out of the ad or the magazine.

A homage to the watchmaker's craft
and the gem setter's art.

Adorned with 273 diamonds.
Inspired by a gymnast's ribbon.

Introducing the Patek Philippe
'Diamond Ribbon'.

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GENEVE

Patek Philippe has perpetuated the tradition of Genevan watchmaking since 1839 without interruption. As the last family-owned independent watch manufacturer in Geneva, it enjoys total creative freedom to entirely design, produce and assemble what experts agree to be the finest timepieces in the world. Thanks to its exceptional...

Interactive Patek Philippe ad

New frontiers

Bringing a print magazine to life through a tablet can be a good idea to further engage an audience.

Adding interactive content to a digital publication can especially help distinguish a print issue from a digital issue. This can also help broaden the target audience.

For instance, Swiss watchmaker Blancpain engaged watch enthusiasts and broadened its audience through an interactive iPad app for its lifestyle-focused magazine.

The Blancpain Library app shows off the “Lettres du Brassus” print magazine by incorporating interactive elements to enhance the reader’s experience. Issue 12, the

newest edition, was released Feb. 27 and is only available for iPad users ([see story](#)).

A digital edition of a magazine or iPad app can strengthen consumers' feelings of connection and engagement.

“We know that consumers feel better connected to brand that are utilizing digital technology,” Ms. Adhami said.

“With 2013 being the first time that more people will have mobile devices than not, it makes sense to be seen on a medium that more and more people are using,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/ZlxZxAtVXR8>

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