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## Ralph Lauren, Chanel show new side of spring campaigns in April Town & Country

March 14, 2013



By ERIN SHEA

Ralph Lauren, Chanel and other luxury jewelry advertisers are showing off new facets of their spring campaigns as they target affluent women in the April issue of Hearst's Town & Country.

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David Yurman, Giorgio Armani, Land Rover, Bottega Veneta, Graff, Hermès, Gucci and other luxury brands placed ads in the latest 140-page issue of Town & Country. The ads that stand out are the ones that are showing off different aspects of the brand's spring/summer campaigns.

"A campaign should have many legs to bring to life a strategic idea that connects with consumers in a meaningful way," said Leane Brenes, creative director at [Brenes Co.](#), New York.

"The fact that brands are using different images is a good thing as it keeps the consumer engaged," she said.

"For many luxury brands, the storytelling is the hook, and a great story never has one chapter."

**Town & Country**, which did not respond by press deadline, has approximately 695,000 readers with an average household income of \$280,786.

New with the old

Ralph Lauren takes up the inside-front cover and following two pages at the start of the magazine. The brand has taken this placement in other publications, but has featured different products and images this time.



*Ralph Lauren ad*

David Yurman, Chanel, Armani, Land Rover, Bottega Veneta, Graff, Carolina Herrera, Gilan, Gemfields, Hermès, Coomi and Martin Katz placed ads in the front of book as well. Other advertisers include investment firms and luxury real estate communities.

Many of the ads placed have been seen in other magazines, but some marketers such as Chanel and Hermès have switched up the presentation.



*Chanel ad*

Hermès, for instance, placed a thick-paper ad for its Jour d'Hermès fragrance.



*Hermès ad*

Also, home accessories brand Yves Delorme placed five pages of back-to-back ads that were printed on a special glossy paper to stand out as a mini-catalog in the magazine.



*Yves Delorme spread*

This has been a common theme in other spring magazine issues.

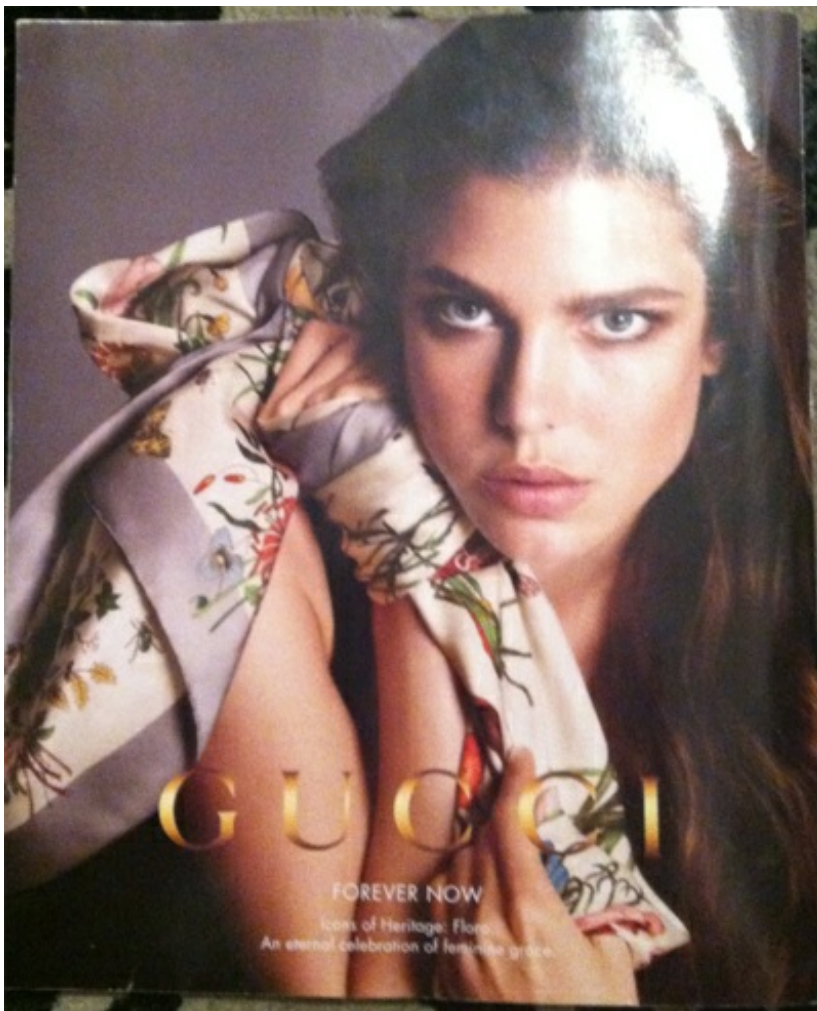
For instance, luxury retailers Neiman Marcus, Nordstrom and Saks Fifth Avenue pushed their spring merchandise in multiple-page ads in the March issue of Condé Nast's Vogue.

The 618-page magazine featured a number of advertisers that placed more than two pages of ads. Owning multiple pages of ads could help luxury marketers be seen by readers, but the number of pages in this issue could deter some readers from paying close attention ([see story](#)).

The articles in the April issue of Town & Country feature changes in New York home design, the legacy of the McCartney family, actress Allison Williams and other Ivy League actresses, travel locations on every continent and what to pack for various days out.

Gucci took the back cover of the book to shows off the label's Forever Now campaign.





### *Gucci ad*

Luxury brands should use different images from the same campaign to keep consumers engaged.

"When we think campaign, we think of an overarching message executed across different media," Ms. Brenes said.

"I actually get inspired when I see a campaign that is intelligently executed in a cross-section of creative," she said.

### Women only

Town & Country traditionally contains ads for high-end luxury brands because of the large number of affluent readers.

Many of the ads are focused toward women.

For instance, Hermès, Estée Lauder and other luxury apparel and beauty advertisers were targeting affluent women in the March issue of Hearst's Town & Country.

Louis Vuitton, Estée Lauder, Hermès, Chanel, Graff, Ralph Lauren, La Mer, Etro, Oscar de la Renta, Lancôme and other luxury brands placed highly colorful ads in the 164-page issue. The magazine saw a 7.6 percent increase in advertising for the first quarter of 2013 ([see story](#)).

"Town & Country has built a trusted relationship with affluent women that is especially

appealing to luxury marketers," Ms. Brenes said.

"Since 1846, the magazine has been an editorial leader in documenting the stylish and social people of the upper echelon of American life, all beautifully executed in a storyline of the very best that life has to offer," she said.

"This is why Town & Country continues to be an effective marketing channel for luxury marketers."

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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