

PRINT

## Armani, Gucci gain double exposure in W

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By ERIN SHEA

Giorgio Armani and Gucci have prominent advertisements for their fragrances in the April issue of Condé Nast's W, but upped exposure by placing apparel ads as well.

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Armani, Chanel and Hermès placed fragrance ads in the 150-page issue. Many luxury marketers took out fragrance ads in prominent spots instead of using this location for their spring/summer collection campaigns.

“Like apparel and accessories, many women refresh their fragrance choices to reflect the seasonal influences,” said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

“As spring is ushered in, it is a time to lighten up into more floral and botanical-based scents,” she said.

“Advertising now optimizes the ability to capture interest and encourage trial.”

Ms. DeMaso 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 are said to have a median household income of \$155,215.

New fragrance for a new season

Armani placed a four-page ad in the first pages of the April issue for its new Essenza men's fragrance.



*Essenza fragrance ad*

The ad comprises black-and-white images of the campaign model and the scent bottle. One page includes a tester strip.

The brand placed another ad in front of book for its women's collection.



*Women's collection ad*

Other front-of-book advertisers include Lancôme, Chanel, Gucci, Dior, David Yurman, Marc Jacobs, Miu Miu, Céline, Burberry, Net-A-Porter, Tom Ford, Fendi, Donna Karan, Bottega Veneta and Belstaff.



*Dior ad*

Chanel placed two ads in this section - one for its apparel and another for its Coco Mademoiselle fragrance.

Eres, Escada, Hermès, Versace and The Peninsula placed ads between the magazine's editorial content.



*Jour d'Hermès ad*

Gucci took the back cover with an ad for its new Première fragrance for women.



### *Première ad*

This is the second ad for the brand in this issue. The ad in front of book shows off its women's apparel.

The April issue of W chronicles 60 stylish up-and-coming stars in areas such as design, film, art and music. The cover features two of Hollywood's new faces, Brit Marling and Eddie Redmayne.

The magazine also features the best of spring fashion and style, the future of Prince William and the Duchess of Cambridge's child and fashion's outré attitude.

### *Doubling up*

Luxury marketers have been increasing their exposure in the latest issues of print magazines by advertising for their fragrances and then for their apparel lines.

This strategy is likely to keep a brand top of mind to consumers who are flipping through a magazine.

For instance, Ralph Lauren and Armani are standing out to readers of WSJ. Magazine's April men's style issue by letting their fragrance ads coexist with core brand campaigns.

The Wall Street Journal's fashion- and lifestyle-focused publication saw a 24 percent

increase in ad pages compared to the same issue last year.

On the April issue, New York Knicks player Carmelo Anthony graced the cover and luxury brands such as Breguet, Hermès, Ralph Lauren, Armani, Cartier and Louis Vuitton took out key ad placements ([see story](#)).

There seems to be a trend of advertisers pushing their fragrances just as much as their spring/summer collections at this time.

However, many of the ads are attempting to capture an experience to show the fragrance rather than providing a tester strip.

“For many years, including fragrance strips in the advertising had been considered an effective method for encouraging purchase,” Ms. DeMaso said.

“Marketers have recently moved away from them given the negative push-back from readers overwhelmed by the abundance of competing scents that come with opening a magazine,” she said.

“Today, marketers rely on conveying the essence of a fragrance through the visuals, naming and packaging of the scent, which is intended to elicit an olfactory sensation that will drive a trip to the nearest retailer for sampling and purchase.”

Final take

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

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