

PRINT

Dior, David Yurman push watches in June Vanity Fair

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By ERIN SHEA

Christian Dior, David Yurman and other luxury brands placed advertisements that show off luxury timepieces in the June issue of Condé Nast's Vanity Fair.



The 152-page issue contains ads from fashion brands that are now pushing watches or fragrances to keep the publication's affluent audience interested in their brands. Changing up ads can help marketers stay relevant when they are competing month-after-month with other high-end brands in the same publications.

"Creative, especially for luxury and fashion brands, should always be evolving," said Leane Brenes, creative director at [Brenes Co.](#), New York.

"Brands that target the fashionable and affluent consumer need to stay relevant to them by offering new and enticing products while speaking to why they matter to the target," she said.

"Brands that stay static don't evolve, don't grow and don't profit."

Ms. Brenes is not affiliated with Vanity Fair, but agreed to comment as an industry expert.

[Vanity Fair](#), which did not respond by press deadline, has a total circulation of \$1,193,267.

Readers of the print edition have a median household income of \$78,753, while its affluent readers have a median household income of \$164,735. Readership is 23 percent male and 77 percent female.

Fresh look

The June issue seems to not be as advertising heavy as previous issues have been.

Estée Lauder, Louis Vuitton, David Yurman, Dior, Carolina Herrera, Rolex, Tiffany & Co., Chanel, Patek Philippe, Cartier, Movado, Ralph Lauren, Longines, Tag Heuer, Rimowa and Mercedes-Benz placed ads in the front of book section.



Dior watch ad

Out of these marketers, Carolina Herrera, Rimowa and Mercedes are the only ones that did not advertise a beauty product or timepiece.

And it thinks fast, too.

The new 2014 E-Class.



Sporting a sleek, lean shape and a more aggressive-looking grille, the new E-Class screams performance. Yet it moves with a quiet intelligence: constantly watching and analyzing. Then if it senses that you aren't responding to a danger, it does. This is a car that thinks on its wheels. Eleven of its driver assist systems are new or vastly improved. Innovations like a revolutionary stereoscopic camera, Cross-Traffic Assist, Pedestrian Recognition and Steering Assist are making their debut in the E-Class. Making it perhaps the most technologically advanced car on the road. Without a doubt, it is the most intelligent, most exhilarating E-Class ever. MBUSA.com/E-Class



Mercedes-Benz
The best or nothing.

Mercedes-Benz ad

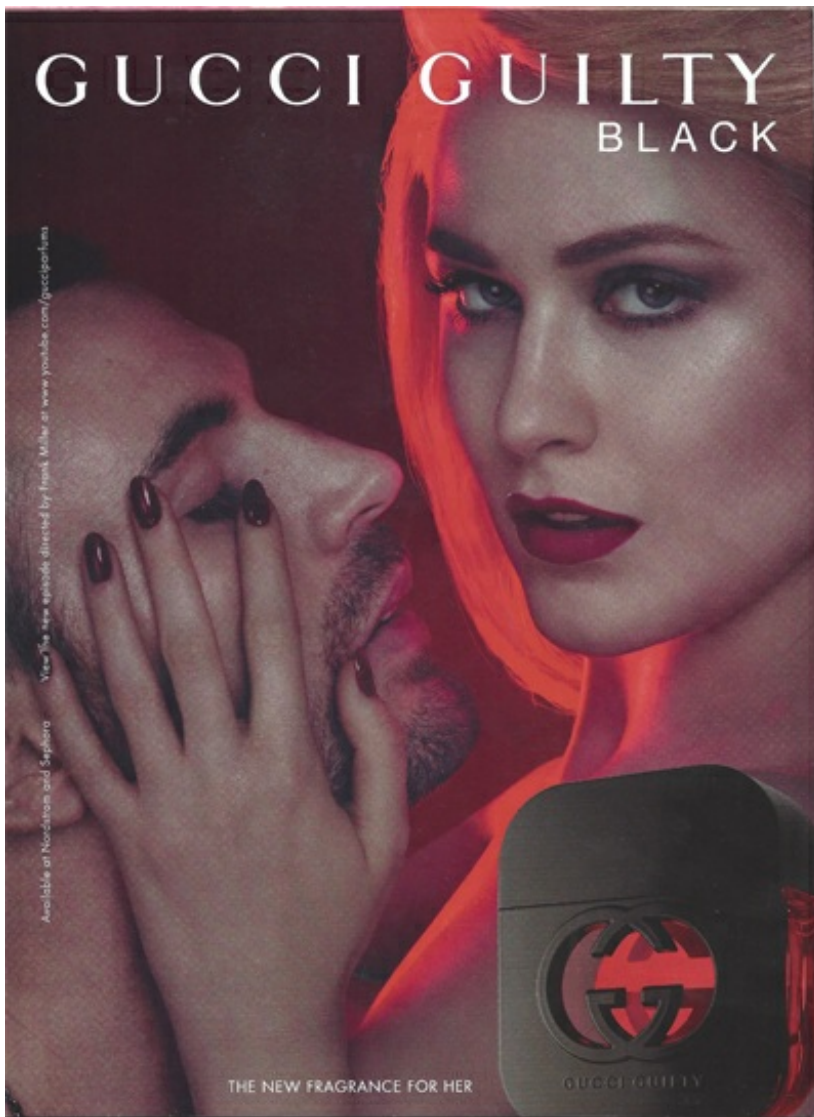
Among the pages of featured editorial content, Givenchy shows off its Dahlia Noir L'Eau fragrance and F.P. Journe places an ad for its Chronomètre Souverain timepiece.



Givenchy fragrance ad

Articles in this issue cover a variety of topics, including publisher Andrew Breitbart's legacy, former Notre Dame linebacker Manti Te'o's girlfriend hoax, Instagram's sale to Facebook, the controversy surrounding actor Brad Pitt and the "World War Z" film, the investigation of SAC Capital's founder Steve Cohen, Olympian Oscar Pistorius and the murder of Reeva Steenkamp, former first lady of France Carla Bruni and "Rebecca, the Musical."

Gucci takes the back cover with an ad for its Gucci Guilty Black fragrance for women.



Gucci ad

Placing ads in Vanity Fair can help advertisers reach their target audience.

“Being featured in Vanity Fair has a certain luster in the luxury market, so in order for luxury companies to continue the momentum of being relevant in that sector, it's important to reach luxury consumers where they are spending their time,” said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of Dalia Inc., New York.

“[Affluent consumers are] resuming their past luxuries, which includes indulging in magazines and sourcing shopping inspiration through those outlets,” she said.

“In order for luxury brands to reach their target market, they need to be present on the outlets where their affluent consumers are sourcing their desired information.

Keeping time

Many luxury advertisers are placing similar watch advertisements in other magazines as well.

For instance, Tiffany & Co., Rolex, Patek Philippe, Chopard and Cartier are among the advertisers in the May/June issue of Hearst's Veranda, which marked a 5 percent year-to-

date ad page increase since the same time last year.

Veranda attracted 30 new advertisers since the beginning of 2013 up to the May/June issue. Lifestyle themes of high-end home magazines, which in the May/June issue was “Relaxed Glamour,” could be why luxury jewelry and watch marketers continue to take out placements and push products to readers ([see story](#)).

Also, Cartier, Rolex and David Yurman were aiming at the affluent female readers of Architectural Digest.

The 188-page May issue was filled with advertisements from jewelry brands along with ads from furniture makers and interior designers, which are usually seen in the Condé Nast magazine. Since the Architectural Digest reader is likely interested in other luxury products, this placement seems beneficial for advertisers other than home brands ([see story](#)).

Also, since watches appeal to a wider audience than other luxury products, is it likely that advertisers want to show off their timepieces in magazines that have a variety of readers.

“Timepieces have become an extremely strong and relevant staple within accessories,” Ms. Strum said.

“They are stylish as well as functional and have a broader demographic reach,” she said.

“By visually storytelling with these timepieces, brands are able to develop a stronger emotional connection with their target market.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/ox6o1RdB7fc>

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