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## Chanel, Dolce & Gabbana eye entry-level consumers with June Vogue ads

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By ERIN SHEA

Luxury advertisers are eyeing entry-level consumers by pushing eyewear and other summer items through advertisements in the June issue of Condé Nast's Vogue.

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The 226-page issue is focused on summer fashion and many of the ads reflect the seasonal mentality. Plugging new products for a new season can help brands stay relevant with Vogue readers.

“For brands like Chanel and Dolce & Gabbana, this is a perfect opportunity to reach a mainstream luxury audience,” said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

“While these brands are firmly entrenched in the luxury space, they also have entry products such as fragrance, eyewear and cosmetics that make them relevant and attainable to a larger audience,” she said.

“While Vogue remains a publication dedicated to luxury fashion and lifestyle, it appeals to a much broader reader group who appreciates the inspiration and artistry.”

Ms. DeMaso is not affiliated with Vogue, but agreed to comment as an industry expert.

**Vogue**, which did not respond by press deadline, has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

Sweet summertime

Chanel takes the first four pages of the issue with a thicker middle page to stick out. The ads have a darker theme than the other ads in the magazine.



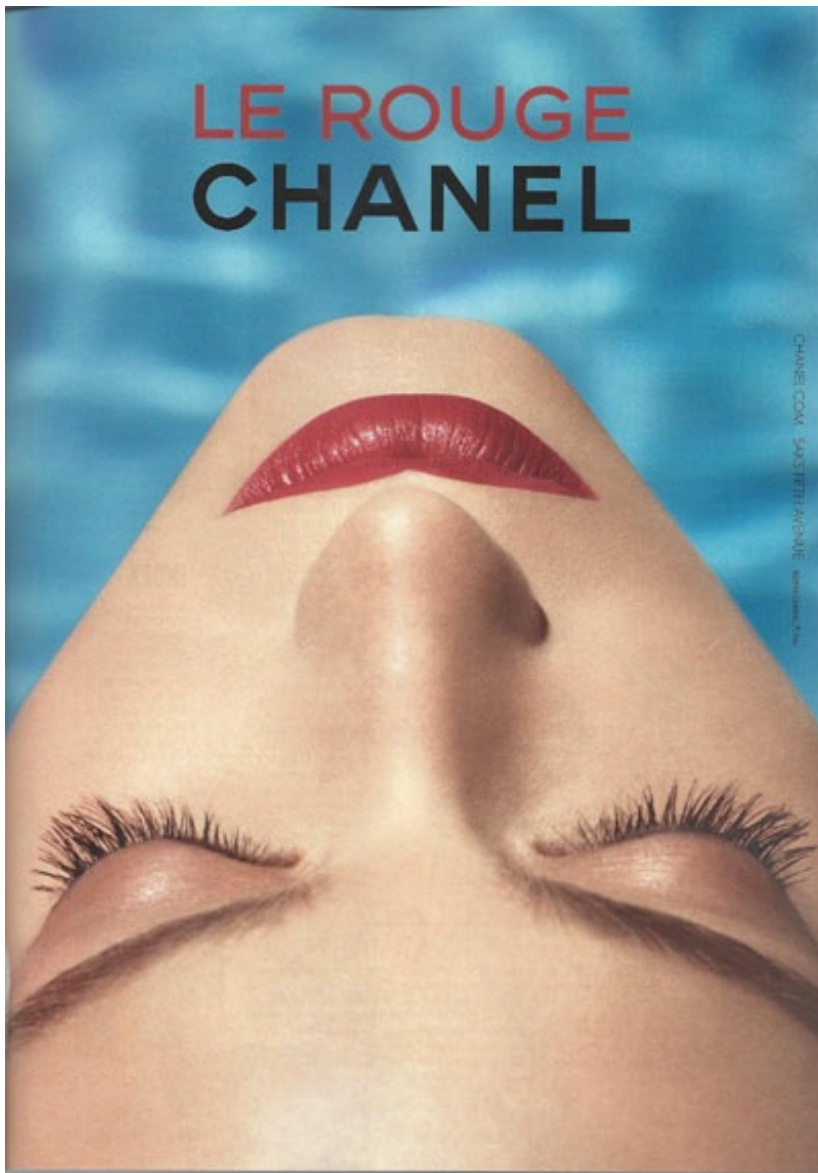
*Chanel ad*

A couple of pages later, Chanel has another two-page ad to show off its eyewear.



*Chanel's eyewear ad*

The brand has another one-page ad for its Le Rouge campaign next to the table of contents.



*Le Rouge ad*

Other front-of-book advertisers include Miu Miu, Estée Lauder, Dolce & Gabbana, Lancôme, Marc Jacobs, Omega, Yves Saint Laurent beauty, Tiffany & Co., Christian Dior, Bulgari, Giorgio Armani and Rolex. Many of their ads show beauty products, eyewear or jewelry.

Dolce & Gabbana has a total of five pages of ads. The ads push eyewear, True Monica beauty products and its Desire fragrance.



*Dolce & Gabbana ad*

Advertisers continue throughout the front-of-book editorial content.

Tacori, Dior, Armani and Versace have one-page ads adjacent to editorial pages.



*Versace ad*

This issue's featured content is the cover story on model Kate Upton, a Moroccan-inspired fashion spread, a fashion spread with Ernest Hemingway's great-granddaughter, an excerpt from New York mayoral candidate Christine Quinn's memoir, a look at architecture and design in Morocco, an excerpt from "Crazy Rich Asians" and another fashion spread featuring tennis star Sloan Stephens.

Prada takes the back cover with an ad for its eyewear.



### *Prada ad*

#### Making a mark

Brands such as Chanel and Dior are standing out in recent publications with a variety of ad pages that catch consumers' attention.

For instance, many high-end beauty brands took out ads in the May issue of Condé Nast's Vogue, but Chanel's placement stuck out among the rest.

The 318-page issue contained many beauty and fragrance marketers such as Estée Lauder, Lancôme, Dolce & Gabbana, Dior, Viktor & Rolf, La Mer, Givenchy, Ralph Lauren, Chloé, Marc Jacobs, Prada and others. With so many fragrance and lifestyle placements, advertisers needed to find a way to stand out ([see story](#)).

Also, Dior, Chanel, Harry Winston, Van Cleef & Arpels and other luxury jewelry advertisers are dominating Condé Nast-owned Tatler's royal baby collector's edition.

The 192-page June edition contains luxury brand ads for eyewear, jewelry and fragrances. With the excitement surrounding the arrival of the Duchess of Cambridge's baby, advertisers in this issue are likely to get more exposure compared to previous issues ([see story](#)).

The brands that stand out typically do so by putting multiple pages in the front-of-book section to reach readers when they open the magazine.

"The front of the book is the most desirable real estate and is dominated by established brands with sizable advertising budgets," Ms. DeMaso said.

"Placing multiple pages in the front garners interest and provides a higher probability of being noticed," she said.

"Those pages are setting the tone for the editorial that is to come."

Final take

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

Embedded Video: <http://www.youtube.com/embed/GhWT0Liv6Qc>

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