

PRINT

Dolce & Gabbana, Prada sustain campaigns with July Vogue ads

June 25, 2013



By JOE MCCARTHY

Dolce & Gabbana, Prada and other luxury marketers maintain a wide scope in the July issue of Condé Nast's Vogue as they continue to target entry-level consumers with eyewear and other seminal products.

[Sign up now](#)

[Luxury Daily](#)

The 153-page issue contains ads by Saint Laurent, Marc Jacobs, Christian Dior and other luxury brands that seek to inspire consumers while still maintaining aesthetic principles. Getting such consumers interested in brand products at an early stage can lead to loyal, affluent business at a later juncture.

"Vogue is a great platform for developing and maintaining a prestigious image because it is a magazine that is recognized for its editorial content and advertisements," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"Consistency is the best way to avoid consumer and trade confusion for what you stand for and how you present your brand to the consumer," he said.

Ron Kurtz is not affiliated with Vogue, but agreed to comment as an industry expert.

[Vogue](#) did not respond by press deadline.

Stairway to luxury

The issue begins with a two-page spread for Dolce & Gabbana's Light Blue fragrance. This particular ad has appeared in other magazines and has been joined by a video on the brand's Facebook page.



Dolce & Gabbana ad

Dolce & Gabbana placed another ad for eyewear a few pages later.

Following the opening ad, Saint Laurent Paris shows a model striking a pose in black and white.



Saint Laurent Paris ad

Also in the front of book, Dior placed an ad for its new fall collection.



Dior ad

Prada broaches its new eyewear collection with a two-page spread.



Prada ad

Marc Jacobs follows up with another two-page ad for its imminent collection. A brief article later in the magazine is dedicated to Edie Campbell, the star of Marc Jacob's fall show and upcoming campaign.



Marc Jacobs

Other front of the book advertisers include Cartier, Valentino, Cadillac, Ralph Lauren and Mineralize.

Further into the magazine, Lancôme surprises readers with a colorful, pop-out ad for its new eyeliner.



Lancôme ad

A Louis Vuitton ad takes the back cover.



CHIC ON THE BRIDGE - PARIS
Sold exclusively in Louis Vuitton stores and on louisvuitton.com 800-VUITTON

LOUIS VUITTON

Louis Vuitton ad

Featured stories in the July issue include articles on Plum Sykes' trip to an austere Austrian spa, a look at how Katy Perry ascended to her status and overcame challenges, the vibrant new Washington representative Tulsi Gabbard, Peter Doig's Paintings of Trinidad and Alexander Wang's journey to Balenciaga.

Consistent ground game

Luxury brands such as Prada and Dolce & Gabbana may have made judicious moves by sticking with ads that are similar to those in last month's Vogue and other magazines.

Since the readership at Vogue is unlikely to dramatically change, sustaining a unified campaign through multiple issues may provide the stamina needed for luxury brands to make lasting impressions on consumers.

The front-of-the-book ads show the most consistency with tangential campaigns in terms of products offered and tones elicited.

Marc Jacob's ad for its new collection may make a more poignant impression than others due to the in-depth profile of the featured model.

Similarly, Lancôme's bright-red, pop-out ad is likely to be remembered.

Balancing provocative ads with consistent, informative campaigns can be a challenging task.

"The element of heritage is important to luxury brands and heritage is something that is maintained and developed through continuity of self presentation," Mr. Kurtz said.

"Any amount of change can be detrimental to that heritage," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.