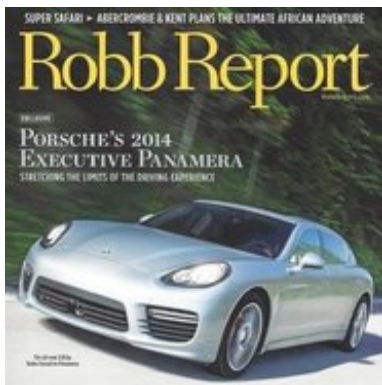


PRINT

## Robb Report increases its fashion-focus in September issue

August 30, 2013



By JEN KING

Ralph Lauren, Hermès and other men's apparel and accessories brands are displaying their fall/winter 2013 collections in advertisements found in the September fashion issue of Robb Report.

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The 152-page September issue debuts an expanded men's fall fashion spread that is likely to appeal to the publications affluent male readership. Publications that create a more concise read by intertwining content and advertisements can enhance the reader's experience.

"One could argue that today's men are more fashion-conscious than those of previous generations, said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"The industry is on the rise with an ever-increasing presence and burgeoning new lines," she said.

"What we're seeing in men's magazines is reflective of that – a greater focus on fashion, both editorially and in advertising."

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

Robb Report was unable to comment before press deadline.

Sharp-dressed man

The September opens with a three-page spread for Ralph Lauren with pieces from its men's ready-to-wear and formal collections.



*Ralph Lauren ad*

Hermès follows with its “The sporting life” fall/winter campaign.

Next, is an ad for Tom Ford’s fall/winter collection.



*Tom Ford ad*

Suits and formal wear appears in the subsequent pages with ads from Ermenegildo Zegna, Kiton and Corneliani.

Watch brand Richard Mille placed an ad advertising its RM 59-01 Tourbillon Yohan Blake timepiece, which stands out among the men's fashion ads due to its striking green color.



*Richard Mille ad*

An ad for Cesare Attolini is found opposite the table of contents.

Throughout the issue, readers comes across apparel brands that cater to male consumers including Isaia and Stefano Ricci.



*Stefano Ricci ad*

Watch brands also have contribute a large portion of the ads found in the this issue with brands such as Ulysses Nardin, Franck Muller and Jaeger-LeCoultre appearing.

The ads found in the issue lend support to the issue's main focus, fashion.

This issue includes a re-design of Robb Report's fashion section with a 22-page fashion spread shot in a Beverly Hills, CA, home with an Asian-inspired ambiance.

Brands featured in the spread include Tom Ford, Brunello Cucinelli, Ermenegildo Zegna, Louis Vuitton and Prada. Some of the featured brands also include ads found in the issue.

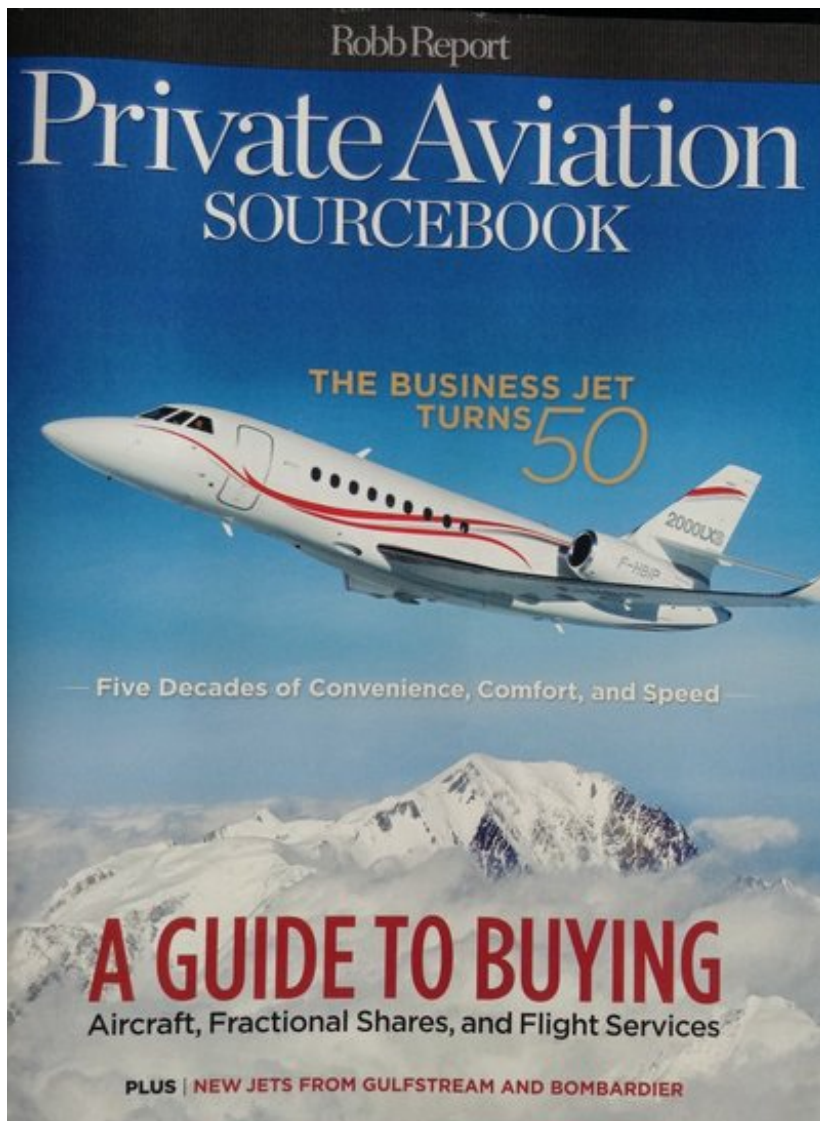


### *Fashion spread*

Among the fashion placements there are also ads for Maserati, NetJets, BMW, AB Yachts and other luxury transportation brands.

The appearance of luxury automakers in the issue coincides with the Porsche cover story that takes readers to Bavaria, Germany to explore the automakers newest models the Turbo Executive and the 4S Executive Panamera.

September's Robb Report also includes a separate Private Aviation Sourcebook to celebrate the 50th anniversary of the business jet, which is intended to be buyer's guide.



### *Sourcebook*

Private-jet brands with ads in the supplement include Nextant Aerospace, NetJets and XOJet.

### Changing time

Publications should pay special attention to its September issues as it is a must-read for many readers due to the changing fashion season.

For instance, Chanel, Hermès and Dior are among fashion marketers showing off their fall/winter collections in WSJ. magazine's fifth anniversary issue "Women's Style" that is aimed toward affluent women.

Accompanied with the subtitle "All the season's riches," the September issue of WSJ. magazine targets this consumer group by highlighting the season's high-fashion advertising campaigns. The magazine is able to position itself for an affluent female readership by labeling the issue in such a way ([see story](#)).

Additionally, Dolce & Gabbana, Gucci and other luxury apparel brands are advertising their entry-level products alongside advertisements for their high-end fall/winter collections in Conde Nast's Vogue to attract both affluent and aspirational consumers.

Among the many fall/winter fashion and accessories ads in the September fall fashion

issue, brands took additional pages in the 902-paged issue to advertise beauty and fragrance collections. Brands likely featured ads for its beauty and fragrance collections to reach more consumer segments ([see story](#)).

Timing is imperative when introducing a newly adapted format or issue-specific content.

"Robb Report's expansion of the fashion section keeps them on the forefront of men's interests, said Ms. DeMaso.

"Introducing the it in September is ideal timing as it is the single most important month for fashion, she said.

"It's a time when new trends are explored and wardrobes are refreshed."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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