

PRINT

Departures September issue bridges fashion, travel to mirror lifestyle

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Departures September cover

By JEN KING

American Express Publishing's Departures is continuing to add new high-end apparel and accessories brands such as Valentino, Ralph Rucci and Moncler as a way to connect the dots between travel, fashion and lifestyle.

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Advertisements from mens and womenswear lines are featured among travel and transportation ads in the 220-page September fall fashion issue. By increasing its reach in fashion, Departures is likely to attract fashionable readers interested in the jetsetter lifestyle.

"This marks the fourth consecutive year of growth for our September issue as we continue to gain further support from the luxury fashion community," said Steven DeLuca, senior vice president and publisher of **Departures**, New York.

"The September issue is double the fashion editorial coverage from a year ago," he said. "This is all part of our growing commitment to the category that started about a year and half ago with the addition of fashion director, Amanda Ross, to editor in chief Richard Story's talented team.

"Luxury fashion is a big part of our DNA and is one of our core advertising categories along with jewelry, watches and travel."

The world of fashion

The issue begins with a menswear ad from Herms' "A sporting life" campaign.



Hermès

Dior, Armani, and Bottega Veneta follow with ads for their fall/winter 2013 collections.



Bottega Veneta ad

Ermenegildo Zegna and the menswear collection from Tom Ford appear among women's fashion ads from Oscar de la Renta, Gucci and Michael Kors.

Ferragamo placed a four-page ad that features ready-to-wear pieces from both its mens and women's fall/winter collection.



Ferragamo ad

The September issue includes a small booklet from department store Barneys, titled "Man Up"

Located in the issue's Blackbook section, the booklet advertises the newly renovated men's store at its New York flagship location by displaying brands found in the men's department.



Barneys booklet

Brands featured in Man Up include Isaia, Kiton and Prada. Directly following Man Up is a traditional print ad that promotes the renovated Barneys men's store.

Toward the content pages, the fashion brand ads make way for luxury automakers and travel destinations.

Ads for Maserati, NetJets and Bentley are found among ads for hotel properties such as St. Regis, the Peninsula and Langham's new properties in New York and Chicago in addition to a multi-page ad for exclusive American Express Platinum card member travel packages.



American Express travel packages

Fashion spreads included in the September issue display southwestern-inspired women's fashions, fall statement jewelry and a third highlighting new styles of men's formal wear.



Men's fashion spread

Featured content explores artist Robert Indiana's most famous work at the Love Park in Philadelphia and a travel editorial about modern-day Venice, Italy.

Departures is able to appeal to both male and female readers by exuding a particular lifestyle through its balance of fashion and travel destinations

Up the fashion

Publications that increase apparel and accessories ads may see a spike in readership.

For example, Departures saw a 12 percent jump in ad revenue for its March/April issue since the year-ago period with Chanel, Herms, Bottega Veneta, Christian Dior, Patek Philippe and other luxury advertisers taking out pages in the book.

Both fashion and travel advertisers dominate the latest issue. Though Departures is not known as a fashion magazine, this time of year brings about more advertisers in the apparel category for the publication ([see story](#)).

Publications with an all-male readership may also benefit from including an increased amount of fashion ads.

For instance, Ralph Lauren, Herms 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.

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 ([see story](#)).

Pairing fashion and travel together in one publication is a way to emulate a specific lifestyle.

"Departures is a luxury lifestyle publication providing readers with access to people, places and experiences that they can't find elsewhere," Mr. DeLuca said.

"Travel is a big part of the luxury lifestyle but so is fashion, culture, home and design," he said. "The Departures readers appreciate the finer things in life across all lifestyle categories.

"Fashion and style are key elements to Departures' Living the right life' sensibility."

Final Take

Jen King, editorial assistant on Luxury Daily, New York