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## Ralph Lauren, Clive Christian show product range in Architectural Digest

September 11, 2013



By JEN KING

Ralph Lauren and Clive Christian show off houseware collections beside other high-end interior design brands in the latest issue of Condé Nast's Architectural Digest.

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By placing advertisements in the front of book, Ralph Lauren and Clive Christian position their homeware products up against other home-focused brands. Showing a variety of products in different niche publications can help brands reach new audiences.

"It is essential for luxury brands, particularly those in the housing category, to go wherever their affluent customers and best prospects may be," said Chris Ramey, president of [The Home Trust](#), Miami, FL.

"Interior design brands are the ultimate lifestyle brands," he said. "It's personal, it's how you live when no one is watching."

"Architectural Digest is the platform for the finest in decorative brands, it's where you'll consistently find Schumacher, Paris Ceramics and others that are best of the best at what they create for the home."

Mr. Ramey is not affiliated with Architectural Digest, but agreed to comment as an industry expert.

**Architectural Digest** was unable to comment by press deadline. The magazine has a total print circulation of 819,155. The median household income of its readers is \$93,852.

At home

Swiss watchmaker Breguet takes an ad in the beginning of the issue where many other timepieces and fine jewelry ads can be seen.



*Breguet ad*

Following Breguet's ad is David Yurman and Cartier's Ballon Bleu de Cartier timepiece opposite the table of content.



*Cariter ad*

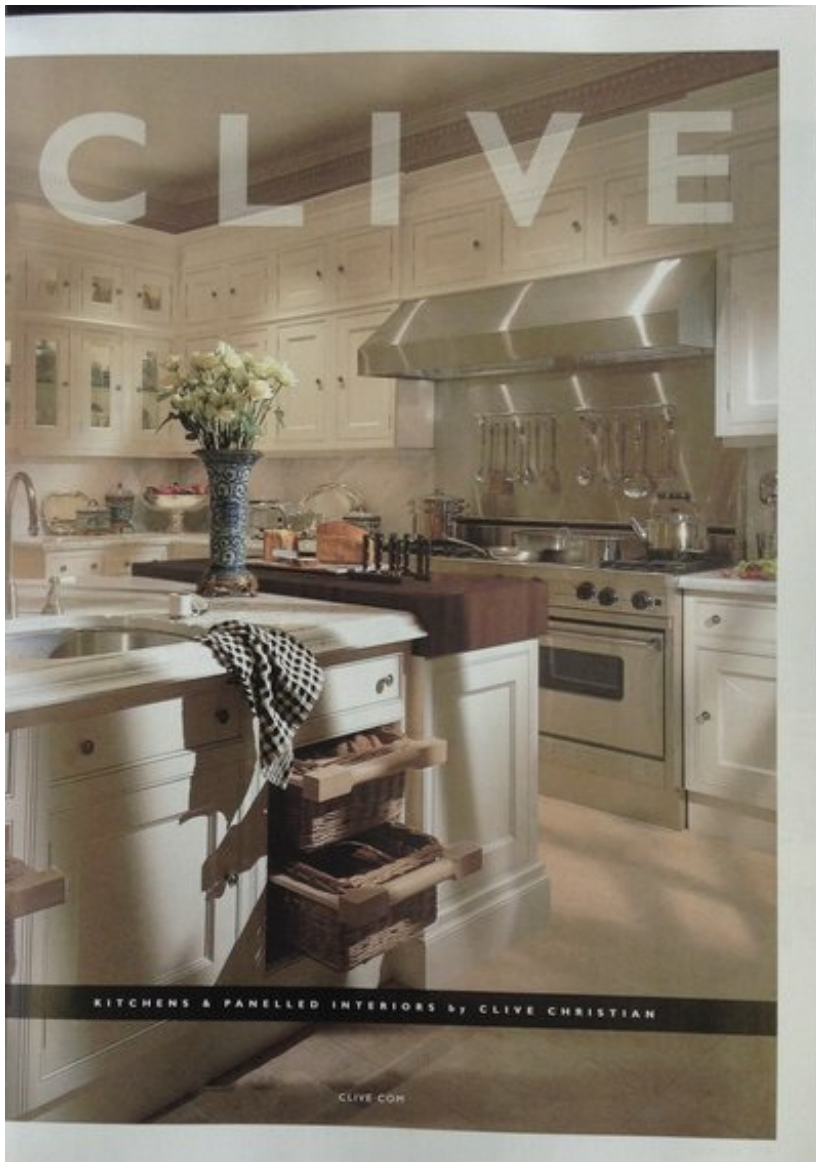
Ralph Lauren included a five-page ad to celebrate its home collection's 30th anniversary. The ad displays houseware and formal men's and women's apparel.

Interestingly, the ad for Ralph Lauren Home is not found on the inside cover as is typical for the brand across many publications ([see story](#)).



*Ralph Lauren Home ad*

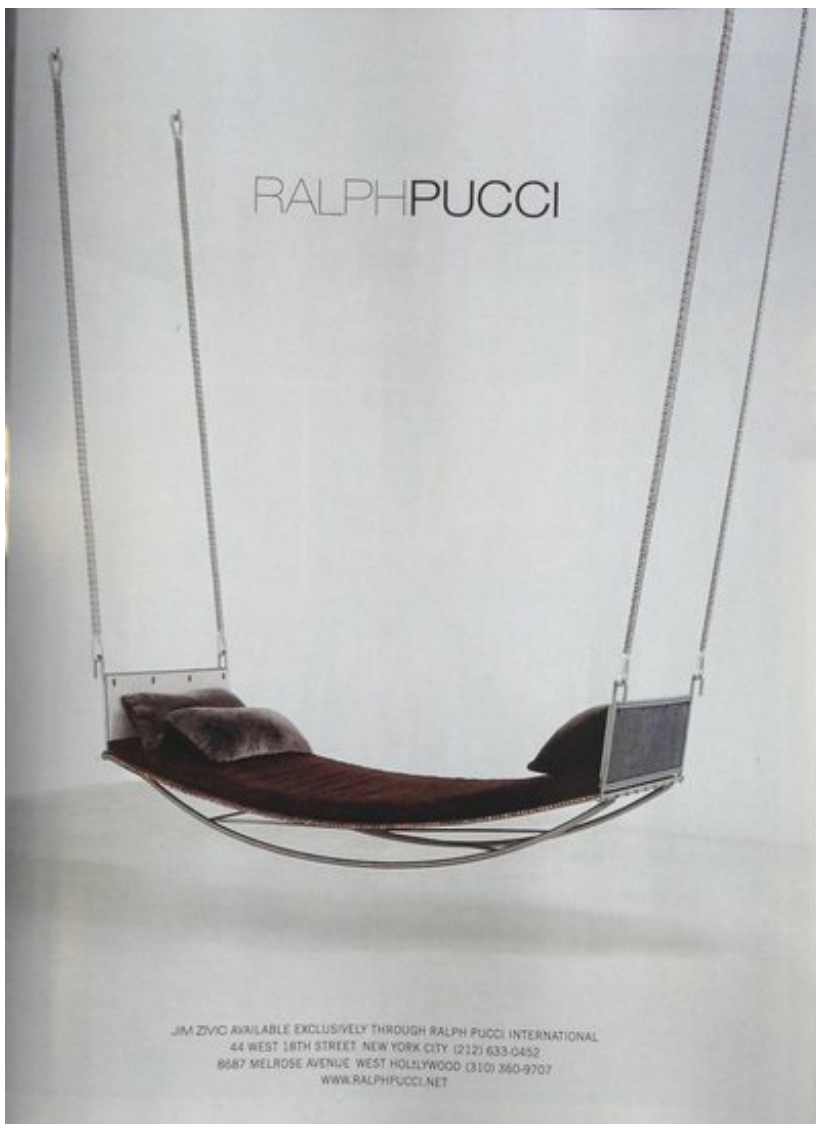
Clive Christian follows Ralph Lauren with an ad for its kitchen collection and paneled interiors.



*Clive Christian ad*

Harry Winston, Blancpain and De Beers ads appear before the bulk of interior design and houseware ads surface.

High-end interior design and houseware ads included in the issue are Ralph Pucci, Jenn-Air, Christofle stemware and others.



*Ralph Pucci ad*

Rounding out the ads for timepieces and jewelry is Omega that features an ad on the issue's back cover.

Featured stories in the October issue include a look inside a redesigned 1920s Manhattan apartment, model Gisele Bündchen and football player Tom Brady's eco-friendly home in Los Angeles and a home inspired by British estates in Laguna Beach, CA, among others.





### *1920s apartment features in October issue*

#### Pages of lifestyle

Publications are able to depict a more expansive view of its audience's lifestyle by featuring ads from diverse brands.

For example, 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.

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 ([see story](#)).

In addition, Hawker Beechcraft, NetJets and other private aviation companies are targeting ultra-high-net-worth travelers in the September/October issue of affluent lifestyle magazine Jetset.

Jetset's 193-page issue revolves around luxury travel destinations while the advertisements focus on how travelers may arrive at the featured destinations. With its increase in popularity, featuring private aviation brands allows the magazine to stay aware of current travel trends ([see story](#)).

Apparel and accessories brands can benefit from advertising home collections that appeal to a consumer's fashion sense.

"Both housewares and fashion provided a conduit for a consumer to express his or her personal style – therefore there is both a connection and opportunity for a luxury advertiser to appeal to consumers in a fashion or architectural focused publication, regardless of category," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta.

"Additionally, if you think about the different buying cycles a consumer moves through, the push to the next is usually initiated by the previous, she said.

"To illustrate, if a consumer redesigns their house then there might be a natural tendency to update their wardrobe too to fit into the new aesthetic."

Final Take

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

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