

PRINT

## Calvin Klein, Ralph Lauren pique homeware interest in latest Architectural Digest

October 17, 2013



*Architectural Digest November cover*

By JEN KING

Calvin Klein, Ralph Lauren and Giorgio Armani took ad prominent pages in the November issue of Cond Nast's Architectural Digest to stand out among the habitual home design brands found within the shelter publication.

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By positioning home collection ads beside high-end jewelry and interiors, fashion brands are able to present a full lifestyle with which the reader is able to identify. The balance of home collections from well-known fashion brands with leading interior-decor brands is likely to generate the interest of readers.

"Calvin Klein, Ralph Lauren and Armani are top brands that are compatible with the editorial content and audience of Architectural Digest," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"These ads will help increase the number of ad pages for Architectural Digest," he said.

"Such ads do complement the lifestyle focus of Architectural Digest regarding the enjoyment of beautiful homes and living spaces."

Mr. Kurtz 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.

Home sweet home

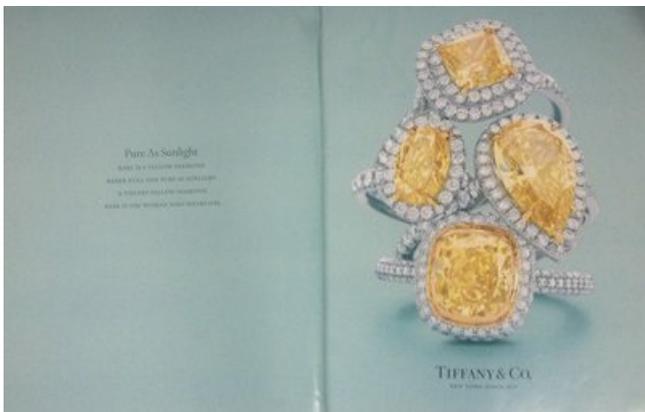
Swiss watchmaker Breguet advertised its Classique "Grande Complication" Tourbillon Messidor timepiece, following a two-page, inside-front-cover ad for Cadillac in the 230-page November issue.



*Breguet timepiece ad*

High-end jewelry and timepiece brands continue to appear throughout the issue. By offsetting the design element of the issue, Architectural Digest is able to address the broader lifestyle of its readers.

In the front of the book, Tiffany & Co. took a double-spread featuring a collection of yellow diamond rings, while David Yurman placed a single-page ad for its Classic timepiece.



*Tiffany & Co. yellow diamond ring ad*

Ads for Vacheron, Assael fine jewelry, Blancpain, De Beers and Van Cleef & Arpels appear through the remainder of the issue. The back cover features an advertisement for a Chanel watch.

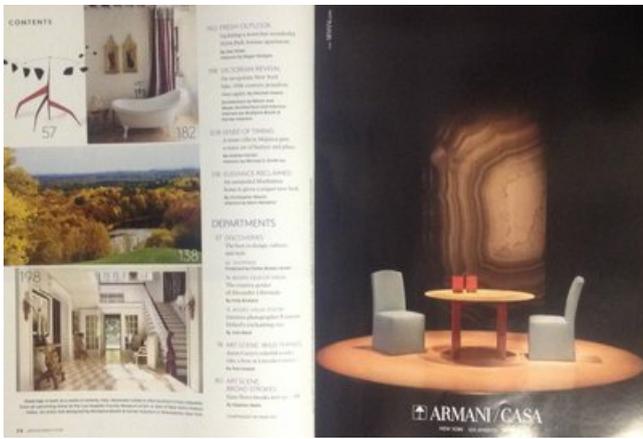
Calvin Klein's home collection is located in the front of the book alongside ads for Knoll, Roche Bobois and Clive Christian.

To remain top of mind Ralph Lauren placed an ad for its paint collection next to the first part of the issue's table of contents.



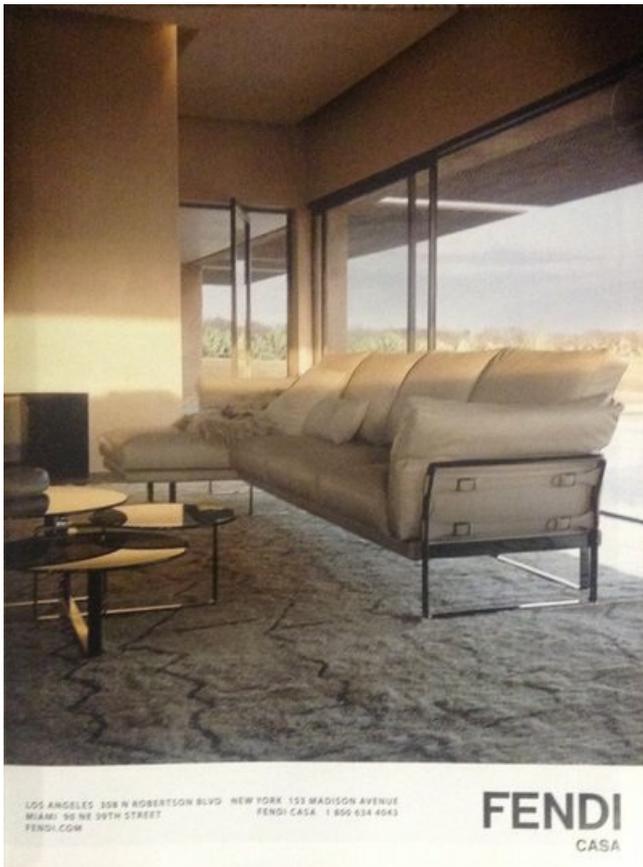
*Ralph Lauren paint ad*

Armani followed suit with an ad for its Armani Casa homeware collection opposite the continued table of contents.



*Ad for Armani Casa opposite the table of contents*

Other fashion and apparel brands to feature homeware collections include Vera Wang's crystal collaboration with Wedgwood and Fendi's Fendi Casa line.



*Ad for Fendi Casa*

Notable home interior brands seen in the November issue of Architectural Digest include Maxalto, Schumacker, Jenn-air and Stark Carpet. Additional ads featured are for Land Rover, Bottega Veneta and Dom Perignon's collaboration with artist Jeff Koons.

The issue's cover story explores the Mexican villa of model Cindy Crawford and her neighbor actor George Clooney. Additional articles include before and after renovations, a review of kitchen and bath products and a piece on the revival of Victorian homes.

A balanced presence of fashion and interior brands further echoes lifestyle.

"The cross pollination of fashion and interior design seems natural and expected because both are about personal expression, said Leane Brenes, creative director of [Brenes Co.](#), New York.

"The desire to have luxurious fashionable designed experiences is a key force in the expansion into home and interior products for many fashion brands," she said.

Product range

Shelter publications present luxury marketers with a platform to showcase an array of products.

For example, Ralph Lauren and Clive Christian show off houseware collections beside other high-end interior design brands in the September of Cond Nast's Architectural Digest.

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 types of publications can help brands reach new audiences ([see story](#)).

Placing ads in travel publications also resonates better with the particular lifestyle of consumers.

For instance, 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](#)).

By featuring the home collections in shelter publications, fashion brands infiltrate the lives of readers on a larger scale.

"Home collections for luxury brands allow them to expand into other areas of their target market's lives," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"By incorporating home goods as a brand extension, consumers are able to embrace the designer's full lifestyle and express themselves through the designer's aesthetic," she said. "Fashion is multidimensional and expressive, and the home goods extension allows designers to re-engage with their clientele and focus on building out that emotional relationship.

"The ad space will mostly create value if the reader emotionally connects with the content provided by the brand."

Final Take

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

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