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Knoll, Savior target design enthusiasts in Financial Times shelter supplement

October 23, 2013



How To Spend It's Oct. 19 cover

By JEN KING

Home interior brands have a strong presence in the latest issue of the Financial Times' "How To Spend It - Superior Interiors" supplement with advertisements from Ochre, Knoll and Savior that may be of interest to affluent readers with multiple residences.

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The bi-annual Superior Interiors issue acts as How To Spend It's shelter publication by highlighting trends in interior design through editorial content and accompanying ads. Included in the Oct. 19 newspaper, the 62-page, over-sized, glossy continues to position itself as a must-read for affluent readers with ads for high jewelry and watches.

"The latest Superior Interiors issue received on October 19 was up year-on-year in terms of advertising revenue," said Jo Thompson, commercial manager for How To Spend It and FT Weekend at the [Financial Times](#), London.

"There was strong advertising interest from a whole range of interiors brands, including Bizazza, Plain English, Wedgwood and B&B Italia," she said.

"New advertisers included Fantina Mosaic, Ochre, Oka Direct and Hayburn Kitchens."

How To Spend It is a supplement to the Financial Times that comes out 30 times a year 22 times with the Weekend Financial Times on Saturdays and eight more special issues on Fridays. The audience is composed of both male and female affluent readers of the Financial Times.

Curb appeal

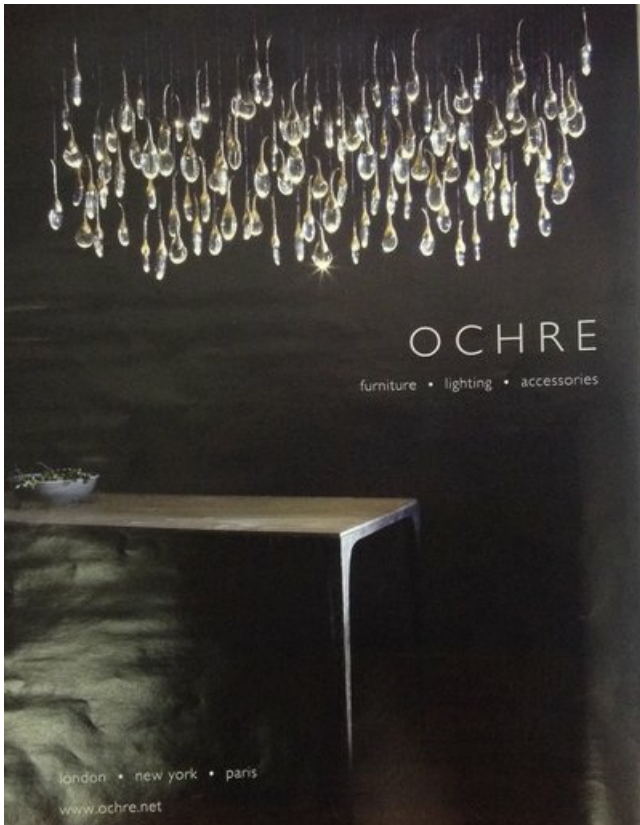
An ad for Cartier's Paris Nouvelle Vague collection appears on the inside front cover of the issue.

Opposite the table of contents Ralph Lauren placed a single-page ad for its RL67 Tourbillon wristwatch.



Ralph Lauren wristwatch ad opposite the table of contents

The first home interior brand seen in Superior Interiors is Ochre furniture, lighting and home accessories.



Ochre ad

Throughout the issue a pattern of jewelry and interiors develops to create a balanced read.

For instance, Panerai has a single-page ad for its Luminor Marina 150 3-Days Automatic watch that is followed by a single-page ad for Dior's Haute Joaillerie collection.

Additional watchmakers and jewelers to feature ads in Superior Interiors include Breitling's collaboration with Bentley featuring brand ambassador David Beckham, Graff Diamonds, David Morris jewelry and an ad for Tag Heuer's Acuaracer Diamonds watch on the back cover.



Tag Heuer's back cover ad

Home interior brands such as Yves Delorme lines, Knoll and Louise Bradley placed one-page ads, while The Rug Company of London placed a centerfold ad for its handmade floor coverings.



The Rug Company's centerfold ad

Additional home interior brands include Savior bedding, Asprey and bespoke furniture company Neville Johnson.

Featured editorials in the publication look at rising Italian furniture designer Luca Nichetto, modern farmhouses that reinterpret the concept of rural living, the blossoming new era of porcelain, crystal and silver homewares and designs and the popularity of Mexican design.

The included photo spread, beginning on page 34, enhances the ad space by pairing luxurious dressing-room furniture with high jewelry pieces.

Right at home

Shelter publications with a varied collection of ads creates a cohesive read.

For example, 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.

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 ([see story](#)).

Additionally, Ralph Lauren and Clive Christian show off homeware collections beside other high-end interior design brands in the latest issue 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 niche publications can help brands reach new audiences ([see story](#)).

Shelter publications are seeing an upswing in audience interest.

"Superior Interiors was the most popular themed edition of How To Spend It in our recent readership survey conducted in July 2013," Ms. Thompson said.

"The same survey showed that half of our readers wanted to see more content on interiors and design."

Final Take

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