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David Yurman, Hermès build brand awareness in Architectural Digest December

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By JEN KING

Hermès, David Yurman and Omega gave a final push of brand awareness just in time for the holidays in the December issue of Condé Nast's Architectural Digest to stand out among competitors and gifts featured in the issue's "Ultimate Gift Guide."

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Appearing in a publication with a focus on the holidays helps to keep brands with ideal gift items top of mind as readers begin to brainstorm purchases for family and loved ones. The issue's diversity of home interiors with jewelry and accessories allows readers to browse different product sectors in one convenient place.

"December publications are incredibly festive with a focus on celebrations and gifting," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"It is a key spending month for consumers and the time when marketers pull out the stops to capture their share of sales," she said.

"Placing a print ad in December supports that effort."

Ms. DeMaso is not affiliated with Architectural Digest, but agreed to comment as an

industry expert.

Architectural Digest, who did not respond by press deadline, has a total print circulation of 819,155. The median household income of its readers is \$93,852.

Gifting

The 190-page December issue included feature stories on the latest design hot spot, Mexico City, a photo spread of art-filled spaces in addition to a listing of 20 artists that art lovers should keep an eye out for collection investments.

Additionally, the December Architectural Digest includes the publication's Ultimate Gift Guide intended to pique the interest of consumers with a penchant for interior design and unique gifts.

On the inside front cover Hermès placed its winter-themed "A Sporting Life" campaign.



Hermès "A Sporting Life"

To maintain the issues affinity for ideal gifts numerous jewelers placed campaigns in the front of the book and within the content pages.

Front of the book jewelers included David Yurman, Omega's partnership with the GoodPlanet Foundation, Chanel's J12 Moonphase wristwatch and Assael pearls.



Omega and GoodPlanet Foundation ad

Tiffany & Co. appeared opposite the table of contents with an ad for a series of diamond and colored gemstone rings. With red ribbon wrapped throughout the effort the Tiffany campaign is the first advertisement found in the issue with a clear call to purchase for the holidays.



Tiffany & Co. holiday ad

Personal care brand La Mer also placed an ad against the continuation of the table of contents.

Although the ads steered toward gift-giving, a fair amount of shelter brands were seen. In the front of the book Christofle and Clive Christian appear, while Georg Jensen and Hudson furniture were featured among the content pages.

Apparel and accessories brands also promoted their interior collections with ads from Armani Casa in the front of the book and Fendi Casa in the content pages.



Armani Casa ad

Department store chain Neiman Marcus looked beyond the full page spread to attract the reader's attention with its holiday "Heart of Giving" campaign. The retailer used eight pages to display fine jewelry carried in its stores which includes Marco Bicego, H.Stern, Piaget, Arunashi, Lalique, Coomi, Judith Ripka and Armenta.

Additional ads for Forevermark Diamonds, Patek Philippe, Dom Pérignon's collaborative bottle with artist Jeff Koons, Dior's VIII watch, Land Rover and the James Hotel appear to strike the interest of the publication's readers.



Dom Pérignon ad

On the back cover Cartier placed an ad for its Haute Joaillerie ring which features a ring box wrapped in white paper in the foreground of a glistening Christmas tree and a curious leopard examining the box's contents.



Cartier holiday ad

Consumer habits

November and December publications looked to tap into the shopping habits of its readers by presenting a curated experience of gift ideas that appeals to an affluent audience.

For example, Ralph Lauren, Gucci and Prada reasserted entry-level products with new campaigns in the December issue of Condé Nast's Vanity Fair as affluent consumers venture into the holiday gift-giving season.

Marketers took the opportunity to present readers with new campaigns to stay top of mind as the holidays approach. Timing is essential for brands looking to stand apart from the competition during the most pivotal shopping season ([see story](#)).

Additionally, Chanel, Gucci and Bulgari aimed to elbow other brands out of the way in the weeks before the holiday season with multiple advertisements in the November issue of Condé Nast's W magazine.

Totaling 218 pages, the "Global Style" issue included ads from leading apparel, jewelry and watch brands that set the bar for competitors. Being seen in a style issue increases allure, while the repetitive nature of the ads keeps brands top of mind in a hectic season ([see story](#)).

Including a gift guide issue can be as beneficial as a catalog for brands looking to stand out among competitors.

"Gift guides drive newsstand sales as gift givers look for assistance in finding that perfect something," Ms. DeMaso said.

"By advertising in these issues, a brand is gaining more exposure at a time when a consumer is predisposed to receive messaging and has a desire to purchase," she said.

"It's pretty much the perfect marketing storm."

Final take

Jen King, editorial assistant on Luxury Daily, New York

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