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## Louis Vuitton, Gucci unveil new campaigns for holiday push in Vogue

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By JEN KING

Dolce & Gabbana, Louis Vuitton and Gucci placed new or elaborate campaigns in Condé Nast's Vogue to hit a final resounding note before holiday shopping hits its stride.

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With the holidays nearing, advertisers are aiming to stay top-of-mind by using repetition, gift guides and featured photo spreads. The 312-paged December issue of Vogue is no different tactically, except that luxury marketers are contending among a wider range of brands.

"When it comes to mixing everyday brands with luxury, the lines are becoming increasingly blurred," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"More and more luxury designers are extending their names to collections for mass retailers, typically with great success," she said. "With that said, there is something almost sacred about the pages of Vogue and introducing mass brands into the magazine can be detrimental.

"Given that most luxury brands do not want to appear side-by-side with mass, the magazine must monitor the number of, and placement of, mass advertisements."

Ms. DeMaso is not affiliated with Vogue, but agreed to comment as an industry expert.

**Vogue**, which did not respond by press deadline, has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

A festive read

Vogue's December issue features actress Jessica Chastain on its cover and includes holiday content such as a series of "Festive Fashion Extravaganza" apparel spreads, a 124-item "Present Perfect" gift guide and additional features on fasting diets, hair accessories and model Kate Moss' adventure in Istanbul.

Dolce & Gabbana looked to stay top-of-mind in the issue with a four-page advertisement that includes the inside front cover and following pages. The four pages included the brand's current campaign for its The One fragrance featuring actors Matthew McConaughey and Scarlett Johansson, while the following page included large images of the men's and women's perfume bottles accompanied by scent strips.



*Dolce & Gabbana's The One fragrance strip ad*

Front of the book ads include Dior, Ralph Lauren, Prada, David Yurman, Donna Karan, Burberry, Tiffany & Co., Chanel and Bulgari.

Louis Vuitton used the December Vogue to reveal its "L'Invitation au Voyage - Venice" which includes the brand's LV Pass mobile application's watermark ([see story](#)).



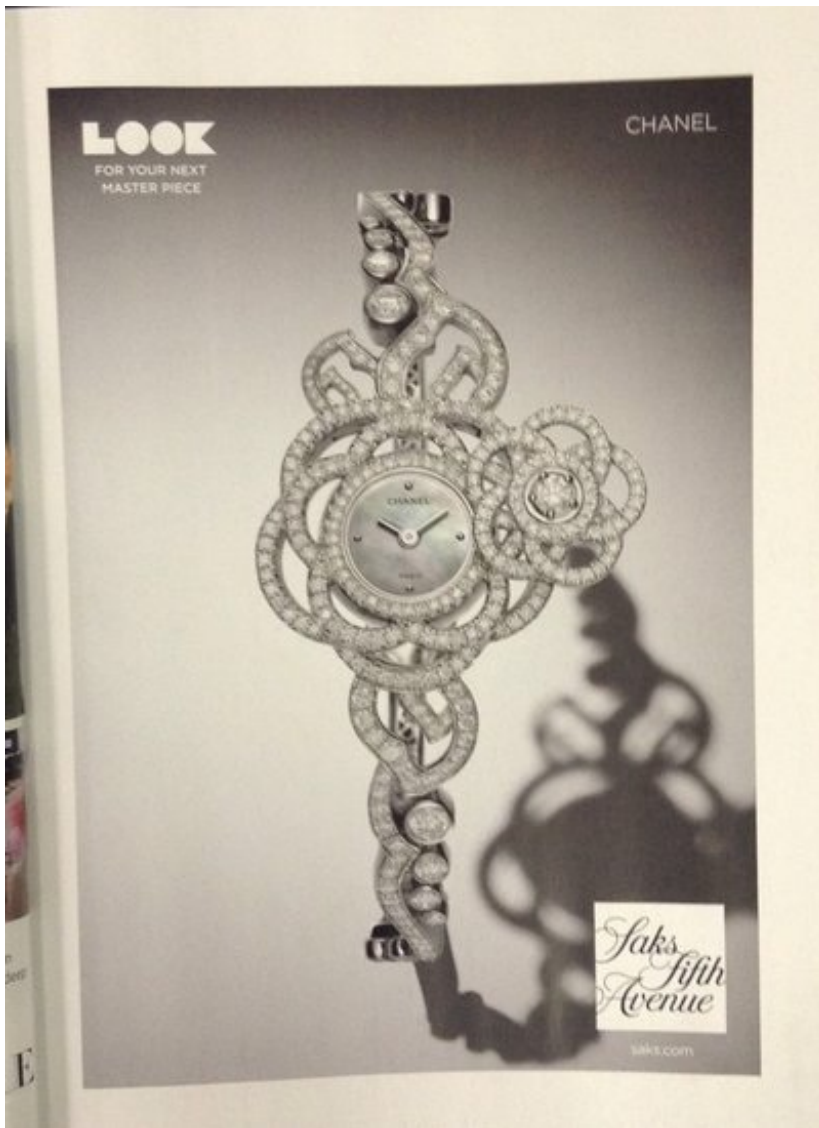
*Louis Vuitton ad with branded watermark*

Other relatively new campaigns featured in the issue included, but are not limited to, Gucci, Marc Jacobs eyewear and Bottega Veneta.



*Gucci ad*

The sole retailer in the publication was Saks Fifth Avenue in the pages before the continued table of contents. The department store chain featured eight pages of jewelry for its Look campaign that included pieces from Chanel, Chopard, H. Stern, Pomellato and Marco Bicego.



*Saks Fifth Avenue's Look jewelry ad*

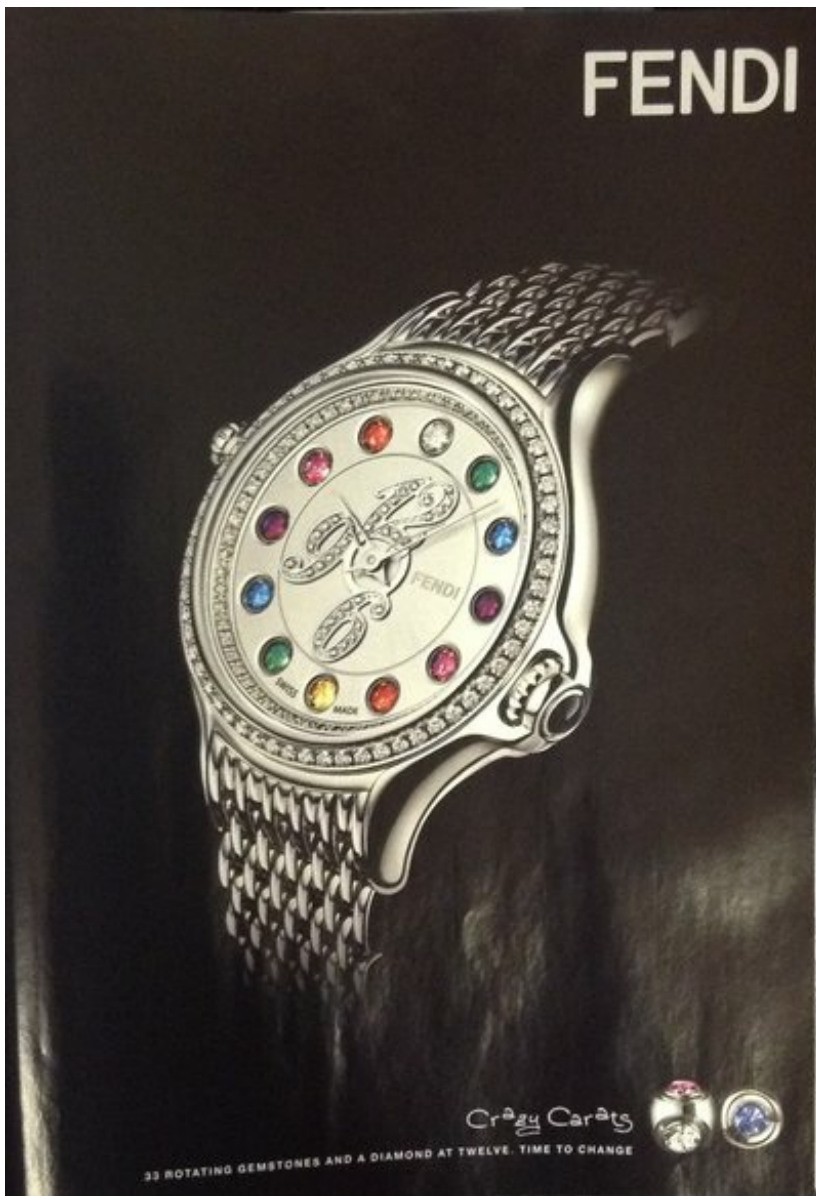
Chanel's second ad in the publication was found next to the end portion of the table of contents where its No. 5 fragrance was promoted.



*Chanel fragrance ad*

Additional ads found after the table of contents and throughout the content pages

included Fendi's Crazy Carats watch, Cartier's holiday campaign, Gucci's Forever Now effort, Oscar de la Renta children's collection, Harry Winston and Porsche Design. Scent strips for Dior's Miss Dior and Prada's Candy were also seen.



*Fendi Crazy Carats watch ad*

Vogue's gift guide was organized by personality types such as the trailblazer, the free spirit, the beach hopper and the tiny trendsetter. Gift items appeared from Ralph Lauren, Oscar de la Renta, Prada, Leica camera and Hermès.



## *Vogue's holiday gift guide*

### Sparring brands

During the hectic holiday shopping season brands must look to stand apart from the crowd while playing to tradition.

For example, Dior, Gucci and Chanel relied on repetition to show a range of products in the December issue of Condé Nast-owned Tatler and remain in the sights of readers as they continue to contemplate their holiday shopping.

With 276 pages, the December issue featured actress-turned-princess Grace Kelly on its cover with a medley of advertisements that included jewelry, watches, apparel and accessories from leading brands. Although the issue does not focus its headlines on holiday gifting, the interior ads are meant to elevate Tatler's featured seasonal pages such as its fragrance photo spread, promotional Christmas imagery and gift guide ([see story](#)).

In addition, 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 ([see story](#)).

Unveiling new campaign efforts during a prime shopping season drives consumer interest.

"November and December are key shopping months representing 20-40 percent of annual retail sales," Ms. DeMaso said.

"Advertising in the December issue coincides with the shopping surge, making it an appropriate time to reveal new campaigns," she said.

Final Take

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

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