

PRINT

## Clive Christian, Cartier leverage art and design in January Architectural Digest

December 18, 2013



By JEN KING

Clive Christian, Janus et Cie and Maxalto looked to Condé Nast-owned Architectural Digest's January issue to promote its interiors and housewares in the publication's special "AD 100."

[Sign up now](#)

[Luxury Daily](#)

Architectural Digest's AD 100 lists modern architecture and design's greatest talents, which is an issue coveted by the publication's affluent readership. For home interior brands, featured advertisements in the 218-page January issue help to align their products with the industry's leaders in architecture and home design.

"I am incredibly proud of our January ad paging, said Giulio Capua, vice president and publisher of Architectural Digest, New York. "We are up 40 pages from 2013 and our numbers remain consistent with the last AD100 issue published in January 2012.

"The issue is strong with our endemic partners, as well as with major luxury partners, including Cadillac, Rolex, Harry Winston, Lexus, and Van Cleef & Arpels."

**Architectural Digest** has a total circulation of 819,155. The median household income of its readers is \$93,852.

Industry greats

The pages in the front of the book were dominated by home interior ads from brands such as refrigeration manufacturer Sub Zero, Clive Christian kitchen designs and furniture brands Janus et Cie, Flexform and Lee Jofa.



*Clive Christian Kitchen ad*

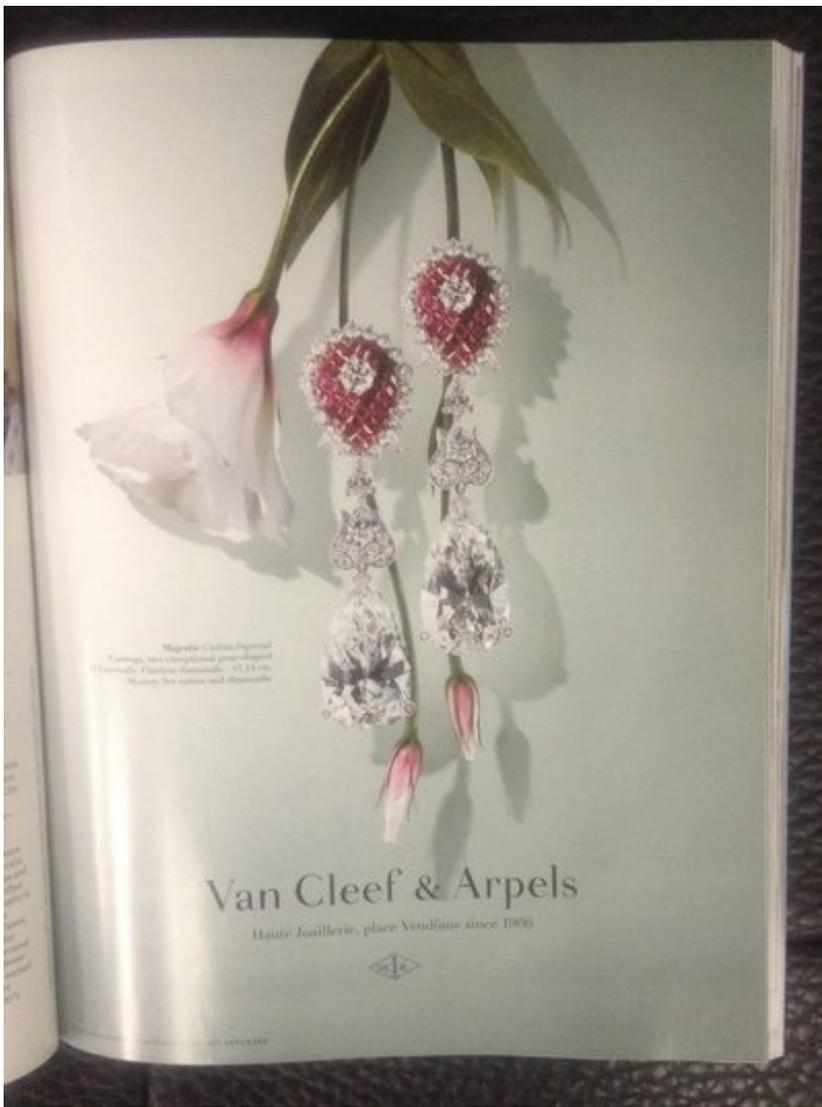
Maxalto also appeared in the front of the book where the brand placed a two-page ad featuring a collection coordinated by Italian designer Antonio Citterio.

Cartier placed an ad for its Panthere de Cartier collection opposite the table of contents as a way to uphold its connection to the world of art and design. The effort showed a diamond encrusted watch with a panther with emerald eyes hugging the timepiece's face.



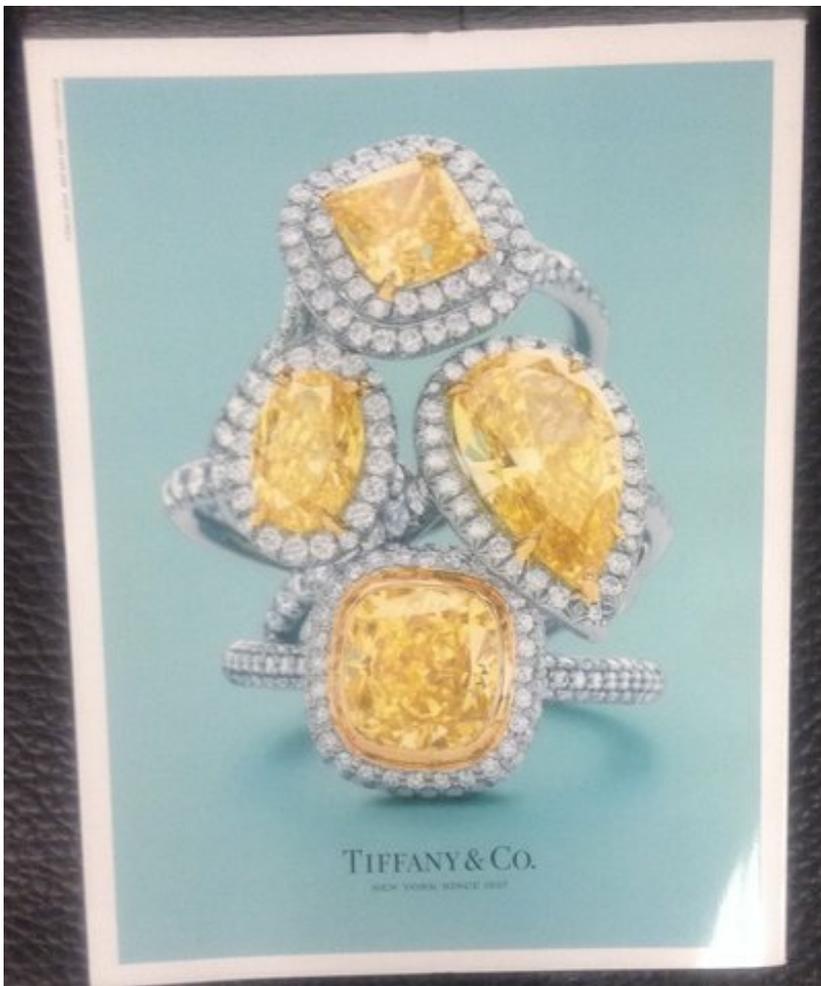
*Cartier effort*

Other fine jewelry followed Cartier's example by taking pages, either in a one-page or two-page spread, among the content in the January issue of Architectural Digest. Jewelers seen in the magazine included two efforts from Assael pearls, Harry Winston's Cluster Wreath necklace, Georg Jensen's North Star collection and Van Cleef & Arpels' Majestic earrings with 43.14 carats of diamonds.



*Van Cleef & Arpels ad*

Tiffany closed the issue with an outside back cover ad for its collection of yellow and white diamond rings.



*Tiffany & Co.'s outside back cover ad*

The 2014 installment of the AD 100 began near the centerfold of the January issue, where Cadillac placed a gatefold ad for its CTS sedan, mirroring the listing's introduction page. The automaker's ad appeared on the closed pages on the gatefold with the four pages inside showing thumbnail images of this year's top industry talents.



*Outside page of Cadillac's gatefold ad*



### *Inside Cadillac's gatefold ad*

This year's AD 100 stands apart from the rest by highlighting celebrity collaborations within the industry.

"For the first time, the AD 100 issue features well-known clients of nearly 20 of the AD 100 talents discussing their collaborations, including Tom Ford and Studio Sofield, Jerry Seinfeld and Sawyer | Berson, Anna Wintour and Carrier and Company Interiors, Tom Cruise and Atelier AM and Michael Bloomberg and Drake Design Associates," said Margaret Russell, editor in chief of Architectural Digest, New York.

"We also plan to continue to showcase the AD 100 long after the January issue goes off the newsstand by adding updated interviews, videos, AD DesignFile galleries, and more to [archdigest.com](http://archdigest.com)," she said.

Ads continued to be seen throughout Architectural Digest's listing. These ads included Patterson Flynn Martin's Joseph La Piana custom rug collection, California Closets, Edelman Leather, Walker Zanger handcrafted tile and stone, online art and antiques dealer 1stdibs.com, Jenn-air, Lexus and Holly Hunt's Shadow dining chairs.

The January issue also included feature articles on designer Steven Gambrel's traditional interiors in a Zurich home, the "rare residential commission" of a Manhattan penthouse designed by the Rockwell Group and a home designed by architect Richard Meier in Luxembourg.

A good time

An issue steeped in industry trends can escalate the publication's position among readers with a deep interest in design and architecture. Featuring brands in the ad space that relate to these trends brings the issue full circle.

For instance, Lincoln Motor Company, Rolex, Cartier, Porsche, Tiffany & Co. and other luxury marketers took to the pages of the January 2013 issue of Architectural Digest to push products and services in the lifestyle magazine.

Some advertisers present in the issue were also sponsors of the AD Oasis at The Raleigh at December 2012's Art Basel art show in Miami Beach, FL. The January 2013 issue marks Architectural Digest's launch of the "Ones to Watch" list that showcases emerging talents in the interior design, art and architecture fields ([see story](#)).

A shelter publication's listing of revered industry professionals enables the magazine to

show its support.

"Architectural Digest has long been considered the shelter category leader, and nothing exemplifies that more than our biennial AD 100, it's the list in the architecture and design community," Ms. Russell said.

"The designation is a true mark of excellence, our acknowledgment that an individual or firm is producing the kind of interiors and buildings, refined, innovative, and inspiring, that readers have long associated with Architectural Digest," she said.

"We're so proud to have named 13 new firms to the 2014 list."

Final Take

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

Embedded Video: [//www.youtube.com/embed/IxMLmLoejZA](http://www.youtube.com/embed/IxMLmLoejZA)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.