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Chanel looks to woo readers with multiple ads in February Tatler

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By JEN KING

Dior and Chanel are among the fashion houses aiming to create their own romance with readers in the February “Love Story” issue of Condé Nast-owned Tatler as consumer focus reverts to self-gifting in the post-holiday climate.

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Luxury Daily

The 168-page issue featured actress Gabriella Wilde on the cover with bullet-like subject lines outlining the publication’s content such as Money, Schools, Death and Glamour. A cover that is not cluttered with disruptive headlines has an air of exclusivity that is more appealing to Tatler’s affluent reader audience.

"The February issue was a great start to the New Year with ad pagination 9 percent up year on year with brands like Chanel, Louis Vuitton and Dolce & Gabbana showcasing their new spring collections," said Patricia Stevenson, publishing director of Tatler, London.

Tatler has a total readership of 158,000 adults with a median age of 46 and an average household income of approximately \$179,726.

Love in the air

Chanel sought reader attention by opening the issue with a six-page inside front cover spread of its latest apparel and accessories collection. With placement aside, Chanel’s

advertisement also stood out due to the high-grade paper used to amplify and segregate the ad from other front of the book campaigns.



Chanel apparel and accessories ad

Tiffany & Co., Dolce & Gabbana and Louis Vuitton continued in the front of the book before Chanel appeared again. Both Dolce & Gabbana and Louis Vuitton featured campaigns promoting their latest fashions.



Dolce & Gabbana ad

Chanel's second advertisement was for its women's wristwatch. A pattern developed with Dior beauty, a four-page Armani ad and full-page spread Prada effort occupying the pages before a third Chanel ad appeared.

The French atelier's third campaign promoted its Les Beiges powder cosmetic line.



Chanel beauty ad

Tatler's table of contents was balanced with efforts from Bottega Veneta, Fendi and jeweler Van Cleef & Arpels. Set in between the abridged tablet of contents was Patek Philippe and Versace's ongoing campaign with pop star Lady Gaga as brand ambassador.



Bottega Veneta ad opposite the table of contents

Additional ads appeared from jeweler Wempe, bespoke fashion house Nevena, Wedgwood china, Porsche's new Macan sports car and Bulgari's charity initiative in partnership with Save the Children.



Bulgari's Save the Children ad

Dior placed its second ad in Tatler's February issue on the outside back cover.

Featured content in the issue included the best of spring fashions, Tatler's guide to the smartest schools in the British state system, an interview with actress Gabriella Wilde and a cheeky assessment of the "British [stiff] upper lip."

Subtle hints

Tatler tends to steer clear of the flock of publications devising holiday-focused issues that can easily be lost in newsstands with mass titles.

For example, Gucci, Chanel and Dior vied for attention in the January issue of Tatler that avoids cover-to-cover New Year hurrahs in favor of a subdued gift guide, some resolution cues and its normal array of cultural stories.

Downton Abbey actress Lily James posed on the cover of the issue that features cultural currency stories such as getting children into Eton and London's inheritors. Eschewing the New Year theme shows that the publication does not need outside boosts to gain reader interest ([see story](#)).

Additionally, 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 did 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](#)).

Tatler often pushes the envelope with subject matters not often covered by its mass-market counterparts.

"We wanted to make a bold statement with February, covering the issues that we all care about the most, but that glossy magazines are often too timid to handle – sex, death and schools," said Gavandra Hodge, deputy editor of Tatler, London.

"Gratifyingly the issue made a huge impact, with many of the stories being picked up in the national media, not least our agenda-setting guide to state school, 'public schools' for a U.S. audience, proving that our instincts were right," she said.

"Our beautiful cover girl, the actress and aristocrat Gabriella Wilde, offered the perfect counterbalance to the punchy material inside the magazine."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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