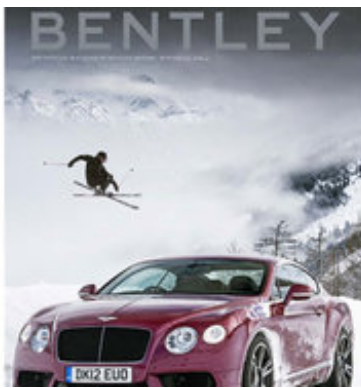


PRINT

Bentley explores lifestyle scope in winter-branded magazine

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By JEN KING

British automaker Bentley Motors accelerated its status as a full lifestyle brand by promoting its non-automotive product range in its branded magazine's winter issue.

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Luxury Daily

In addition to Bentley-endorsed products, luxury marketers advertised in the automaker's magazine to display a full range of products reflecting the affluent readership's lifestyle. Bentley took this association further by sponsoring a Harper's Bazaar art supplement that illustrates the preferences of its core consumers supported by content that its readers will find interesting and valuable.

"The objective of the winter issue is to gear our global customers up for the [winter season] with stories about winter sports and driving, and encourage them to take a look at our Bentley Collection gift items and what our partners such as Breitling and Lalique are doing," said Julia Marozzi, editor of Bentley magazine and head of lifestyle communications at [Bentley Motors](#), London.

Bentley magazine is sent out to approximately 48,000 customers worldwide and is distributed to brand partners such as St. Regis, Zai skis and Lalique. The winter edition is issue No. 47.

In the driver's seat

Bentley's 92-page oversized winter issue featured the Continental GT V8S in a ruby-red shade at the foot of a snowcovered mountain while a skier is seen mid-jump on the front cover.

The issue began with an inside front cover advertisement from home interior brand Clive Christian where it promoted its kitchens and paneled interiors.

Clive Christian's ad was followed by the only other front of the book effort in Bentley's publication. The second ad was for Cartier's Tank MC wristwatch.



Clive Christian campaign

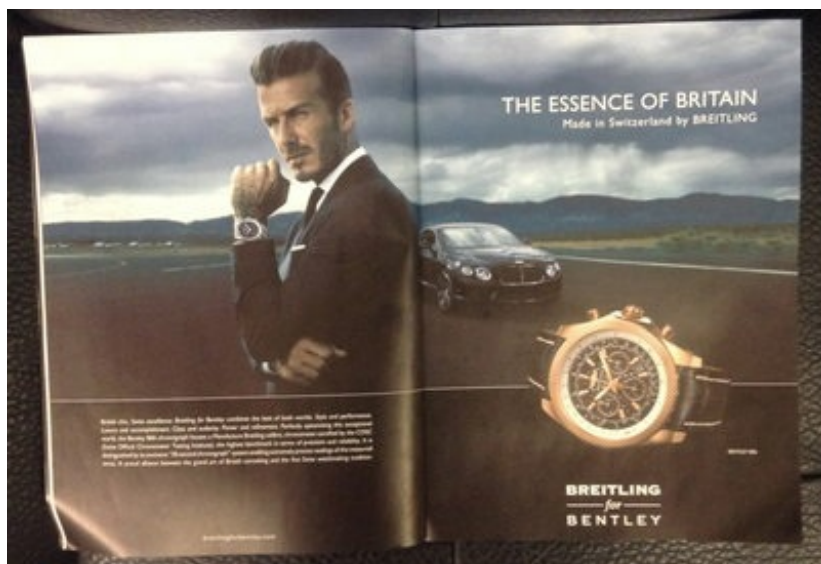
Opposite the table of contents, which is a highly coveted page, Bentley featured a tiled mosaic of images related to the issue's content. Three images displayed Bentley models while the others tied directly to the lifestyle associated with the Bentley brand.



Table of contents

The table of contents was followed by Cornelio Cappellini home interiors, Patek Philippe's women's watch set and Ulysse Nardin's Freak Phantom wristwatch. Bentley promoted its timepiece collaboration with Breitling through a full-page spread featuring

brand ambassador David Beckham in the pages before featured content began.



Breitling for Bentley ad

Although no true ads from Bentley appeared after this point, the remainder of the efforts seen reflect the lifestyle affiliations of the publication's readers.

These ads included campaigns from American Express' Inspirato vacation club, DeWitt watches, Gulfstream and Embraer private jets, Burgess yachts and St. Regis Hotels and Resorts that mentions its association with "tradition" among families.



St. Regis campaign

Bentley-specific content featured in the winter issue included a look at the automaker's latest campaign effort, the new watches in its series with Swiss watchmaker Breitling and an article showing just how far-reaching Bentley's bespoke practices stretch, including its unique typeface.

Also, the issue takes the reader to the Swiss mountain resort, Disentis to ski on Zai for Bentley skis.

The Harper's Bazaar supplement "Bazaar Art" included with issues of Bentley's Winter edition was created as a way to promote the automakers' Continental model ([see story](#)).



Harper's Art sponsored by Bentley

Sponsored by Bentley, Bazaar Art only featured ad efforts displaying the automaker's models alongside content pertaining to the world of modern art. The supplement also included a photo spread of a plum-colored Bentley's interior with a model wearing various accessories that shows status and lifestyle including the automaker's matching Barnato handbag.

Established lifestyle

Beyond its lifestyle publication, Bentley has explored aspects of daily life outside of an owner's garage.

For example, the automaker's Bentley Home collection was designed to further cultivate the automaker's lifestyle image and showcase its commitment to craftsmanship.

The furniture collection draws inspiration from Bentley's models and includes sofas, chairs, cabinets and several other items. Brand enthusiasts will likely be eager to deck out their offices and homes, but this collection may also elicit interest from a broader audience since all of the pieces are made by Italian furniture company Club House Italia ([see story](#)).

Niche-specific publications should aim for a far-ranging scope of content to appeal to a

wider demographic than solely automotive enthusiasts.

“Stand-out stories in this issue are the features about Bentley owner Janine Stone, who together with her husband Gideon runs a full-service project management architectural and interior design service for ultra-high-net-worth individuals,” Ms. Marozzi said. “They can find you a house, rebuild it, decorate it and furnish it. They are in the wish-fulfilment business as much as in architecture and décor.

“We also have style and design guru Stephen Bayley writing about Bentley’s new brand language and imagery and how automotive manufacturers use these tools to refine and develop their brands along modern lines for new generations of customers,” she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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