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Chanel, Gucci, Fendi vie for attention with ad repetition in March Vogue

February 25, 2014



By JEN KING

Fashion marketers such as Chanel, Gucci and Fendi aimed to make their presence known by featuring multiple advertisements in Condé Nast-owned Vogue's March issue.

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Boasting 648 pages of spring fashion right on the cover, Vogue's issue touches upon each trend for the upcoming season using its high-end advertisements as support. Although it may seem overkill for a brand to be featured more than once in an issue, the repetition serves as a cognitive trigger for readers interested in the included fashions.

"Repetition is actually really good branding," said Leane Brenes, creative director of [Brenes Co.](#), New York. "A brand that has a consistent message with a consistent look and feel is a brand that is memorable.

"It's very much like one's persona, when we understand who the brand is and what it stands for, then we are more likely to feel a kin with a brand," she said.

"Ralph Lauren, for example, is a very consistent brand that uses repetition to strengthen its brand message."

Ms. Brenes 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 spring in your fashionable step

Michael Kors began the March issue of *Vogue* with three-consecutive full-page spreads. The campaign images featured both men's and women's apparel as well as a wide variety of handbags, footwear and accessories.



Michael Kors inside front cover ad

Chanel followed Michael Kors with a three full-page spreads that show the fashion house's classic codes as well as its more playful styles. Like Michael Kors, Chanel included apparel, handbags and accessories.



Third page of Chanel's front of the book ad

Other advertisers that placed multiple efforts in the front of the book included Gucci, Fendi, Prada, Saint Laurent, Prada-owned Miu Miu, Burberry, Celiné and Oscar de la Renta.

Dolce & Gabbana took a different approach to repetition by placing ads for its apparel and accessories, followed later by its Light Blue fragrance effort in the front of the book to show range.



Dolce & Gabbana apparel and accessories campaign

To truly stand apart from its competition, Louis Vuitton placed its current handbag campaign on a tri-fold section opposite the table of contents.

To further its impression on readers, Louis Vuitton ran the campaign on thicker, high-gloss paper to create a lush ad than those found elsewhere in the magazine.



Louis Vuitton's expanded handbag effort

After the table of contents, the ads continued with efforts by Versace, Hugo Boss, Ralph Lauren Collection and Valentino, both set against the continued table of contents, Porsche Design, Dior's new Miss Dior Blooming Bouquet fragrance, Tod's, Ferragamo, Lanvin, Hermès, Jimmy Choo footwear and a fragrance sample and Bulgari.



Nicole Kidman for Jimmy Choo

Retailers also vied for exposure by running multi-paged lookbooks on thicker paper stock to compete against the very brands they carry. Nordstrom was the first retailer to appear and included 16 pages of looks available at its stores such as Saint Laurent, Dior, Chanel, Prada and Givenchy.



Nordstrom's lookbook featuring Chanel

Additionally, Saks Fifth Avenue placed a 12-page look book with styles from Chanel, Dolce & Gabbana, Alexander McQueen and Oscar de la Renta. Barneys followed with its ongoing Brothers, Sisters, Sons & Daughter campaign as did Neiman Marcus, which included its Art of Fashion lookbook, photographed by Andreas Sjödin.

Recording artist Rihanna was featured on the cover Vogue's March issue for the third time. Rihanna, fashionable in her own right, was also featured in the latest campaign from French fashion house, Balmain.



Rihanna for Balmain

In addition to the cover story about Rihanna, the March issue celebrated the diversity seen on the runway, examined Karl Lagerfeld's Chanel show in Texas and actress Sarah Jessica Parker's new line of shoes as well as extensive spring fashion coverage.

Repeat after me

Repetition is commonly used to help marketers stay top of mind among readers who are inundated with campaign imagery while flipping through a publication.

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 ([see story](#)).

With marketers pushing spring fashions earlier, it is understandable why brands featured multiple efforts to stay top of mind.

For instance, Louis Vuitton, Chanel and Gucci promoted spring collections in Condé Nast-owned Vogue's February "Spring Style" issue as the trend of pushing new collections to consumers earlier continued.

Traditionally, March issues contain the highest amount of spring campaign efforts and act as a platform for brands to debut the latest trends for the upcoming season ([see story](#)).

With Fashion Week buzz and new collections being revealed, the March issue welcomes in a new season of the most fashionable clothing and accessories on the market.

"March is the launch of spring, and a time to refresh and make a statement," Ms. Brenes said. "The March issue of Vogue is a transformative issue where we go from the greys of winter to the brightness of spring.

"Just as the September issue is to autumn, the March issue is to spring therefore any luxury

advertiser who wants to be on the cusp of the next season needs to have a presence in the March issue of Vogue," she said. "Fashion is seasonal, this is the time of year for brands to refresh their campaigns and brand content to keep their audience engaged.

"For a luxury or fashion brand looking to attract an influential audience or a fashion forward audience then it makes perfect sense to be in the March because it's such a high-profile issue."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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