

PRINT

Robb Report gains access to exclusive residency One Hyde Park in March edition

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By JEN KING

Ralph Lauren, Ermenegildo Zegna and Tom Ford were among the brands that walked consumers through the world's most luxurious residence in the March issue of Robb Report to echo the lifestyle of its readers.

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Robb Report's "2014 Ultimate Home" issue combines modern interior design with spring fashion, a formula that allows the publication to differentiate itself from other magazines that are focusing solely on apparel in the March edition. Since personal style at home and clothing worn by affluent individuals goes hand-in-hand, it is understandable that Robb Report brought the topics together.

"Each year Robb Report searches the world for a property that is the ultimate in design, both in architecture and interior," said John C. Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of Robb Report. "The editors are always looking for a property that has a wide range of interesting features, from home theaters to spas to unique garages.

"One Hyde Park has been a mystery to most people as no magazine has been able to get

past the lobby doors,” he said. “This feature shows the incredible design and style of this two-story penthouse.

“By showcasing design, furniture and accessories, the Ultimate Home provides Robb Report’s audience with a review of the best of the best in modern luxury at home.”

Robb Report has a total monthly print circulation of 105,000.

Inside the home

The 168-page March edition of Robb Report begins with an inside front cover ad by Ralph Lauren Purple Label where Andrew Lauren, son of brand founder Ralph Lauren, models a grey suit. The second page effort showed the reader four different outfits found in Purple Label’s collection ranging from sporting wear to casual to formal.

Hermès follows with the men’s version of its ongoing campaign “Metamorphosis, an Hermès story.” The campaign imagery shows a man in silk pajamas among palm fronds.



Hermès' Metamorphosis campaign

Ermenegildo Zegna continues with an advertisement for its couture collection. By featuring a range of men’s clothing in the first pages of the March edition, Robb Report is able to appeal to the many facets of the affluent male’s life.



Zegna Couture effort

Tom Ford took a more boisterous approach with its ad in the March issue of Robb Report. The label featured a model crowd surfing in a bright pink blazer, violet pants and matching hot pink animal print loafers.



Tom Ford ad

Additional front of the page brands include David Yurman, Kiton, Bulgari, Richard Mille, Stefano Ricci, American Express' Inspirato and Embraer.

Also, in the front of the book was retailer Barneys New York. The department store, similar to Ralph Lauren Purple Label, showed three different outfits within a campaign to show range of products available.



Barneys New York effort

The table of contents was framed by efforts from suit maker Cesare Attolini and Franck Muller watches.

Additional ads appeared from Maserati for its Quattroporte S Q4 model, Richard Mille watch boutiques, Buben & Zorweg's Objects of Time watch safe, Bell & Ross, DeWitt, Van Cleef & Arpels, Ulysse Nardin and sustainable gemstone miner Gemfields. The gemstone

source featured its new campaign featuring the return of brand ambassador and actress Mila Kunis.

Mila Kunis photographed by Steve LaSalle



Beauty by nature
Zirconia created by Gemfields, the world's leading
supplier of responsibly sourced natural gemstones.
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GEMFIELDS

Mila Kunis for Gemfields

Robb Report's March issue also had a fair amount of luxury transportation brands such as NetJets, Jetsuite and yachtbuilders Benetti, Heesen, Christensen and Worth Avenue yachts.



NetJets ad

As with every issue of Robb Report, its digital counterpart features interactive advertisements that enhance the reader experience.

“The March issue has 66 advertisements, including 18 spreads in the magazine and the portrait view of the table edition,” Mr. Anderson said. “Eight of these advertisers have enhanced their advertisements with links, slideshows and videos in the landscape view of the tablet, such as the mini movie with Jackie Chan in the Embraer ad.

“As might be anticipated with a fashion issue, 13 of the advertisers came from the world of men’s fashion, 13 from watches and seven from jewelry,” he said. “With a special advertorial section on the yachting lifestyle, many of the top yacht manufacturers are also advertisers in this issue.”

At the seams

March issues have become the September edition of spring with more and more publications aiming to increase apparel and accessories pagination to appeal to fashion-savvy readers.

For example, Hermès, Giorgio Armani and Saint Laurent Paris are among the fashion marketers who embraced the affluent readership of The Wall Street Journal’s monthly

supplement WSJ. magazine owing to the lush pages ideal for displaying campaigns and the presence of top contenders.

March's 156-page spring fashion issue was sent to newspaper subscribers and available on newsstands to coordinate with fashion weeks around the world ([see story](#)).

For Robb Report, the focus will be to maintain a well-rounded subject matter to appeal to its audience.

"While Robb Report features fashion to some degree in frontrunners in every issue of the magazine, twice a year, March and September, we focus on the new style for spring and fall," Mr. Anderson said.

"Our spring fashion feature, shot at the Ritz-Carlton Reserve in Puerto Rico, brings to life the newest designs from 22 of the top designers in men's fashion," he said. "Under the title, 'Seeds of Change,' this feature demonstrates the changes in style in fashion from casual to sports to men's suits.

"However, while home and fashion are the key features of the issue, no Robb Report would be complete without its coverage of luxury automobiles, from classic to the newest technology to the most interested new models."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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