

PRINT

W magazine March issue reevaluates fashion coverage with social media input

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By JEN KING

Chanel, Gucci and Fendi were among the fashion marketers bridging the gap between print and digital with advertisements and featured pieces in pictorials found in W's "Instaglam" March issue.

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Luxury Daily

The spring fashion issue, which has a focus on social media, includes the latest apparel and accessories brands throughout its 396 pages with a thematic thread not found in other March editions. By putting a spin on its coverage of spring fashions and those who wear it best, W is likely to attract readers who have tired of traditional coverage and are looking for a broader assessment of the industry and its trendsetters.

"As March was our social media issue, we wanted to highlight the synergy between magazine, digital and social content," said Lucy Kriz, publisher of W magazine, New York.

"From coordinating tweets, Instagrams and Facebook posts with those featured in the issue, to extra video content on Wmag.com, we drove the biggest traffic spike on the site since its relaunch, delivering click-through rates above industry average to our brand partners," she said.

W magazine has a rate base circulation of 450,000 and its readers have a median household income of \$155,215.

A fashion social

Chanel began W's March issue with an inside-front-cover effort that was followed by a second full-page spread from the French atelier. The first two spreads show Classic Chanel looks, while its third effort shows the brand's more playful side while maintaining true to its codes.



Third page of Chanel's inside-front-cover effort

Dior also appeared in the front of the book with two full-page spreads for its latest campaign. Dior relied on pops of color opposite black and white images to stay top of mind among consumers.



Dior campaign

Other brands to place double efforts in the front of the book included Gucci, Prada-owned Miu Miu, Michael Kors and Italian jeweler Bulgari.

Full-page spreads were taken by Céline, Prada, Armani, a Marc Jacobs ad featuring March covergirl and pop star Miley Cyrus, Fendi, Dolce & Gabbana, Donna Karan, Bottega

Veneta, Burberry, Omega, David Yurman, Dior's Miss Dior Blooming Bouquet effort, Chloé, Diane von Furstenburg and a second campaign by Marc Jacobs for its beauty collection.



Miley Cyrus, right, for Marc Jacobs

Louis Vuitton aimed for visibility with a three-page effort opposite the table of contents. The ad featured a slimmed-down version of its model muse campaign ([see story](#)).



Fan Bingbing for Louis Vuitton, page 1

In between the beginning and end of the table of contents Alexander McQueen, Balenciaga, Valentino and Calvin Klein Collection were seen. Skincare brand La Mer closed the table of contents.

After the table of contents, fashion marketers continued to promote current collections throughout March's columns and features. Those who placed dual full- or single-page efforts include Hugo Boss, Tod's, Kenzo, Hermès and Versace.



Hermès Metamorphosis campaign

Retailer Saks Fifth Avenue placed a large-scale lookbook featuring 24 outfits just before the content commences.

Printed on thicker-stock paper to compete with the very brands it sells, Saks showed W readers looks from labels such as Chanel, Givenchy, Saint Laurent, Dior, Dolce & Gabbana Valentino, Alexander McQueen Oscar de la Renta, Ralph Lauren Collection and Burberry Prorsum.



Saks' lookbook featuring Chanel, page 1

Content in the social and spring fashion issue of W included the much-talked about Miley Cyrus interview and accompanying photo spread and an article about former Louis Vuitton creative director Marc Jacobs and the happiness he has found since focusing more on his eponymous brand.

Pictorials included “Pillow Tweets” a between the sheets look at the social accounts of celebrities such as Cindy Crawford, Pharrell Williams, Tyra Banks, Luke Evans, Kendall Jenner and Lara Stone.

Also, W featured a “Perfect 10” spread with models such as Karlie Kloss, Alessandra Ambrosio, Candice Swanepoel and Lais Ribeiro alongside Twitter and Facebook posts they each had within the blurb of what they are wearing.

Marching upward

March issues have seen increase in fashion coverage led by the advertising space.

For instance, 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. The cross-generational appeal of the publication is seen through WSJ. magazine's ability to cater to its core readerships' affinities, while attracting new readers with the latest fashions and attractive cover stories ([see story](#)).

Even so, will the format of traditional print magazines begin to shift toward purchase-driven content?

As many luxury publications have slowly turned toward mass in response to the changing publishing industry, Porter's introduction, which is Net-A-Porter's first venture into print media, has created tension among competitors because of how far down the purchasing funnel it resides. With no regional content and only pure fashion and beauty coverage, Porter instantly appeals to Net-A-Porter's following of 6 million in a way that other imprints may have trouble competing against ([see story](#)).

But for W, the current strategy will stay the same as the publication continues to see growth.

"March 2014 was up 10 percent versus 2013, making it our biggest March issue since 2008," Ms. Kriz said. "We saw increases in fashion, beauty and jewelry paging."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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