

PRINT

Fashion marketers rely on repetition in April edition of Vogue

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Vogue's April cover

By JEN KING

Ralph Lauren, Christian Dior and Gucci vied to be the “world's most talked about brand” in the April issue of Condé Nast's Vogue.

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The 286-page edition of Vogue has created a lot of buzz since it marked the first time that reality star Kim Kardashian has graced the cover. Also, the cover's copy includes a hashtag boasting that Ms. Kardashian and her fiancé rapper Kanye West are the #WorldsMostTalkedAboutCouple, which may help luxury marketers get more exposure among younger consumers.

"Anytime a marketer or magazine can create content that takes on an extended life, say by going viral, it's a success," said Leane Brenes, creative director of [Brenes Co.](#), New York.

"Vogue boldly put Kim & Kanye on the cover and then labeled them #WorldsMostTalkedAboutCouple as a cover line," she said. "It doesn't matter if you like, love or hate this fame-seeking couple, because the attention as polarizing as it is, has created chatter across media outlets and the internet.

"The hashtag has exploded with companies trying to piggyback on its fever of attention.

Even James Franco and Seth Rogan have join the hashtag wave with their own version of the cover. In the end, the increased exposure sells magazines, and that's simple brilliant."

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.

Keeping up with Kimye

Beauty maker Lancôme opened the April issue of Vogue with a tri-fold advertisement for its Dual Finish powder and foundation. The ambassador for the campaign is actress Penelope Cruz.



Lancôme's Dual Finish campaign

The front of the book is dominated by fashion marketers with efforts seen by Gucci, Prada, Burberry, Bottega Veneta, Saint Laurent Paris, Marc Jacobs, Michael Kors, Celiné and Chanel.

To stand out among the power players represented in this month's issue of Vogue, many marketers relied on repetition to stand out. For instance, Ralph Lauren placed a two full-page spreads beginning on the issue's second page to display items from its Collection line.



Ralph Lauren Collection effort

Dior also used this tactic by featuring its current campaign with actress Jennifer Lawrence acting as brand ambassador. Intimates brand La Perla also relied on repetition to stay top of mind with two full-page spreads that show the label's range for consumers who may be unfamiliar with its collections.



La Perla ad

Opposite the table of contents, Rolex promoted its Oyster Perpetual Datejust ladies wristwatch. The table of contents listing is split to include efforts from Alexander McQueen, Net-A-Porter.com, 3.1 Phillip Lim, Saks Fifth Avenue and bootmaker Lucchese.

Saks Fifth Avenue included a 12-page look book with footwear and handbags from brands such as Fendi, Dior, Jimmy Choo and Valentino.



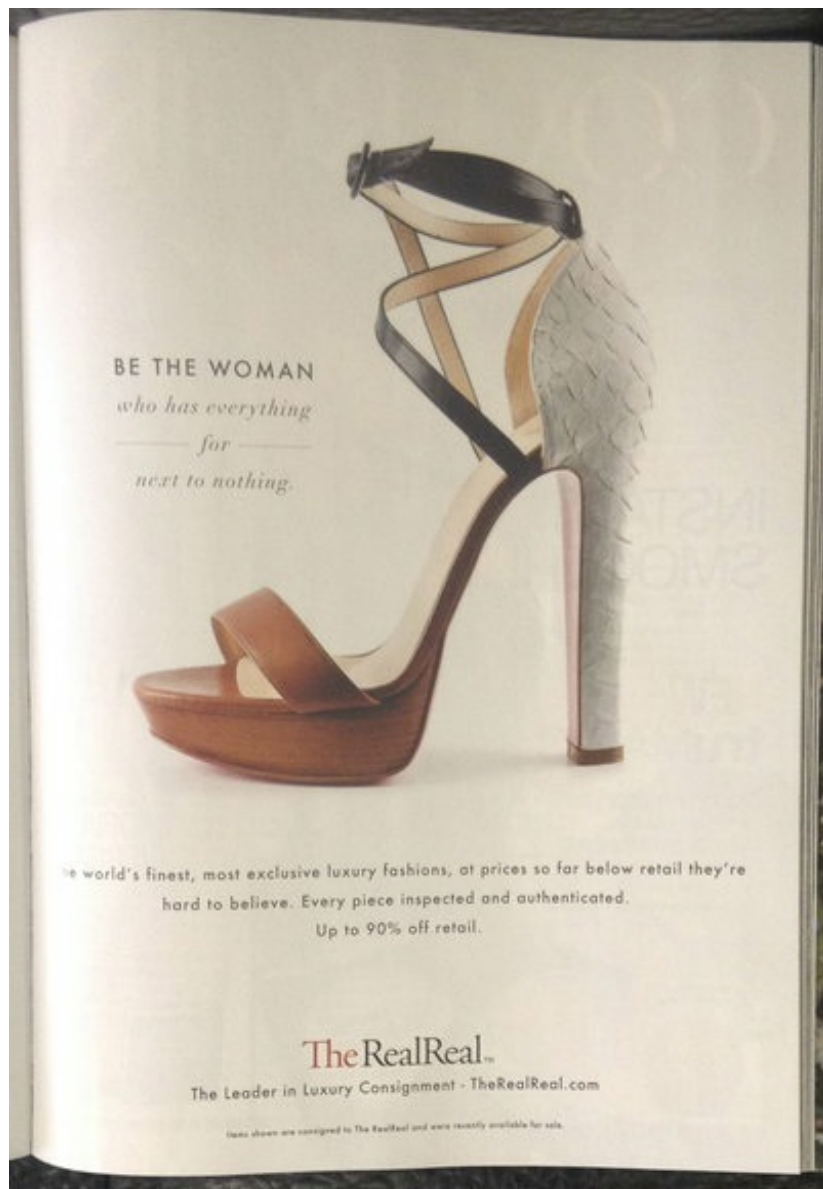
Saks Fifth Avenue look book with pieces from Dior, left and Jimmy Choo, right

The final content listing is framed by a Dolce & Gabbana ad for its latest apparel collection.

Below the fold, repetition continued with campaigns from Louis Vuitton, Calvin Klein Collection, Dior's J'Adore fragrance and Bulgari. Retailers continued this trend as well

with Neiman Marcus placing a small look book amounting to eight pages with footwear and handbags from Chanel, Tom Ford and Christian Louboutin.

Interestingly, Amazon Fashion and online luxury consignment retailer The Real Real both placed ads among the high-end fashion brands and department stores featured in the April issue. This will likely appeal to readers who are not yet affluent but wish to be a part of the luxury lifestyle evoked by Vogue's content and ad space.



BE THE WOMAN
who has everything
— for —
next to nothing.

The world's finest, most exclusive luxury fashions, at prices so far below retail they're hard to believe. Every piece inspected and authenticated.
Up to 90% off retail.

TheRealReal.
The Leader in Luxury Consignment - TheRealReal.com

Items shown are consigned to The RealReal and were recently available for sale.

The Real Real campaign

Dolce & Gabbana closed out the issue with a back of the book take-over for its Dolce fragrance. The effort includes a full spread fragrance strip on the inside back cover as well as the outside back cover.



Dolce & Gabbana's Dolce take over on the inside back cover of Vogue

April's issue of Vogue included an article about the "fashionable life and surreal times" of Ms. Kardashian and Mr. West as well as a feature that examined the rise of the "social media supermodel" using model Kate Upton as an example. The issue also included a spring fashion round-up of 173 pieces of apparel and accessories.

In public view

Magazines often use well-known or controversial celebrities on the cover to spark interest from readers who do not frequently buy, read or subscribe to the publication on a monthly basis. Although temporary, the extra exposure from a popular celebrity likely increases readership.

For example, 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. Vogue's February issue featured the much-talked about photo spread of Girls actress Lena Dunham who also graced the cover ([see story](#)).

Also, 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.

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. Content in the social and spring fashion issue of W included the much-talked about Miley Cyrus interview where the pop star posed topless ([see story](#)).

With a hot topic on the cover, brands must truly stand out to take away the focus from the featured content.

"This issue in particular has a lot of media and opinions swirling around it," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta. "I would surmise that most people who pick up this month's Vogue, regardless of their viewpoint, will go straight to the Kim and Kanye spread.

"This behavior is different compared to the typical front to back read or the leisurely flip-thru," she said. "In an attempt to 'slow down' this targeted behavior, advertisers may increase the number of advertising pages or even use different, thicker paper to cause the reader to pause on the brand's advert."

Additionally, selected cover models should represent its readership sensibilities as to not dilute the standing of the publication among its core audience.

"Celebrities sell magazines," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "One need only peek at People and National Enquirer to understand the impact."

"Historically, stars are more attractive to aspirational customers and those you'd prefer not darken your door," he said. "Covers define what's inside. For Vogue, they have to ask themselves, 'Are Kim and Kanye consistent with our DNA?'"

"Luxury magazines have to be careful with their celebrity choices. An example of a publication that seemingly does it successfully is Architectural Digest."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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