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Prada, Céline continue philanthropic support of Born Free Africa in Vogue's May edition

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Vogue's May cover

By JEN KING

Prada, Céline and Alexander McQueen are among the participating brands of the Condé Nast-backed Born Free Africa charity initiative in the May issue of Vogue.

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To show additional support for the Born Free Africa cause, which works to prevent HIV-transmission between mother and child, the partnering brands also placed marketing efforts in the ad space of the May issue. By placing ads in the issue, which includes a full length feature about Born Free, the marketers are able to show off their individual designs while being united under a common cause.

"While Condé Nast has other fashion related brands such as W magazine and WWD, Vogue has a diverse and wider social and economic range of readers and also appeals to a wider audience than those who primarily work in the fashion industry," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta.

"It is notable that the brands' advertisements are first branded under the charity and secondly the fashion label," she said. "Consumers might be pulled into the advertisements

based on the brand's visual recognition, but by putting the charity first it is setting the importance the initiative.

"Advertising in the issue serves to educate consumers regarding the initiative, but it also triggers the 'ask' from readers – to shop the collection. The advertisements are similar to a product catalog, pushing consumers to the ecommerce site."

Ms. Albert 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.

Fighting with fashion

Beginning the 270-page May issue was an inside front cover effort from Viktor & Rolf. The ad promoted its latest women's fragrance BonBon, available exclusively at Saks Fifth Avenue.



Viktor & Rolf new fragrance, BonBon

The front of the book mainly focused on accessories and entry-level products. For instance, Prada promoted its eyewear as did Prada-owned Miu Miu and Dolce & Gabbana.

Other marketers looked to handbags for their efforts in May's Vogue. Dior, Céline, Saint Laurent Paris, Valentino and Burberry showed off their latest handbag designs.



Céline ad

Also, in the front of the book were beauty campaigns by Estée Lauder, Dolce & Gabbana and Chanel. Opposite the table of contents, high-end label Proenza Schouler promoted its limited-edition beauty range with Estée Lauder-owned M.A.C.



Proenza Schouler M.A.C collaboration

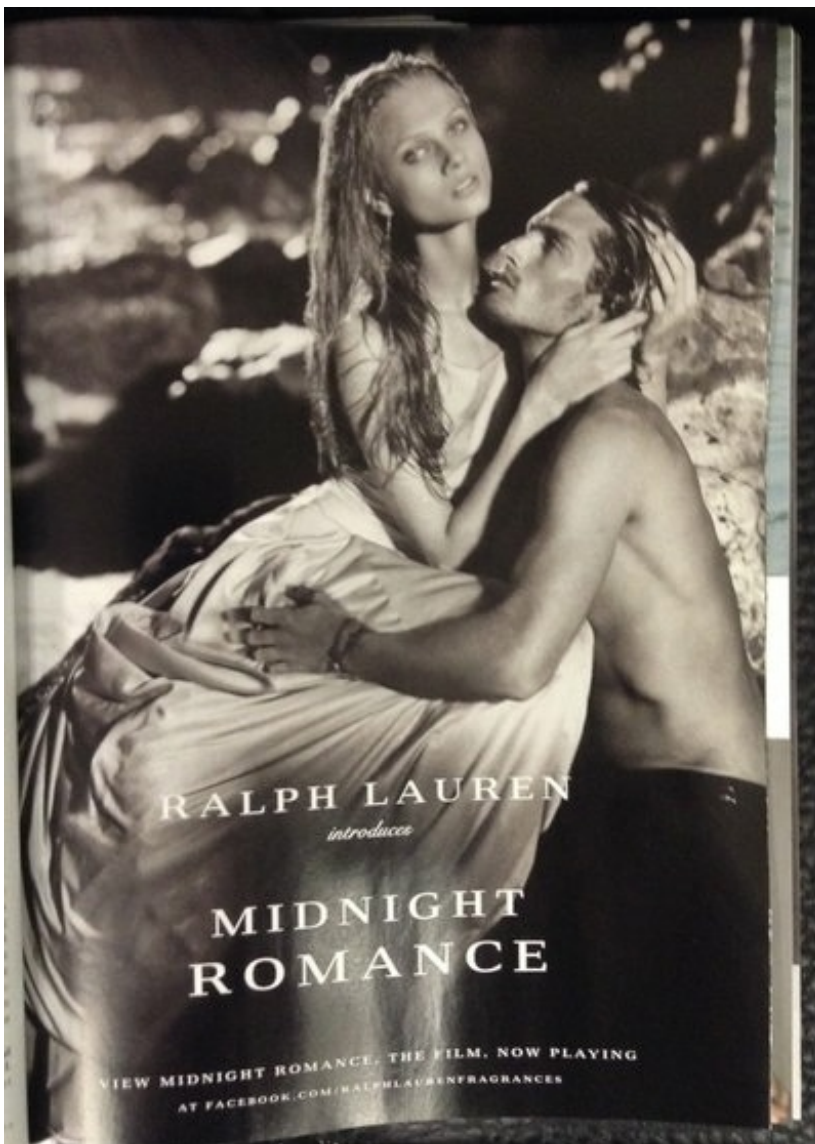
Chanel placed a second beauty-focused effort on the page opposite the continued table of contents for its Coco Mademoiselle fragrance.

Soon after, Louis Vuitton placed a full-page single fold effort for its latest handbag campaign featuring actress and repeat ambassador Michelle Williams next to the letter from the editor. The campaign, printed on thicker paper stock to stand out, shows off three Louis Vuitton handbags in three color options.



Louis Vuitton handbag fold ad, interior image

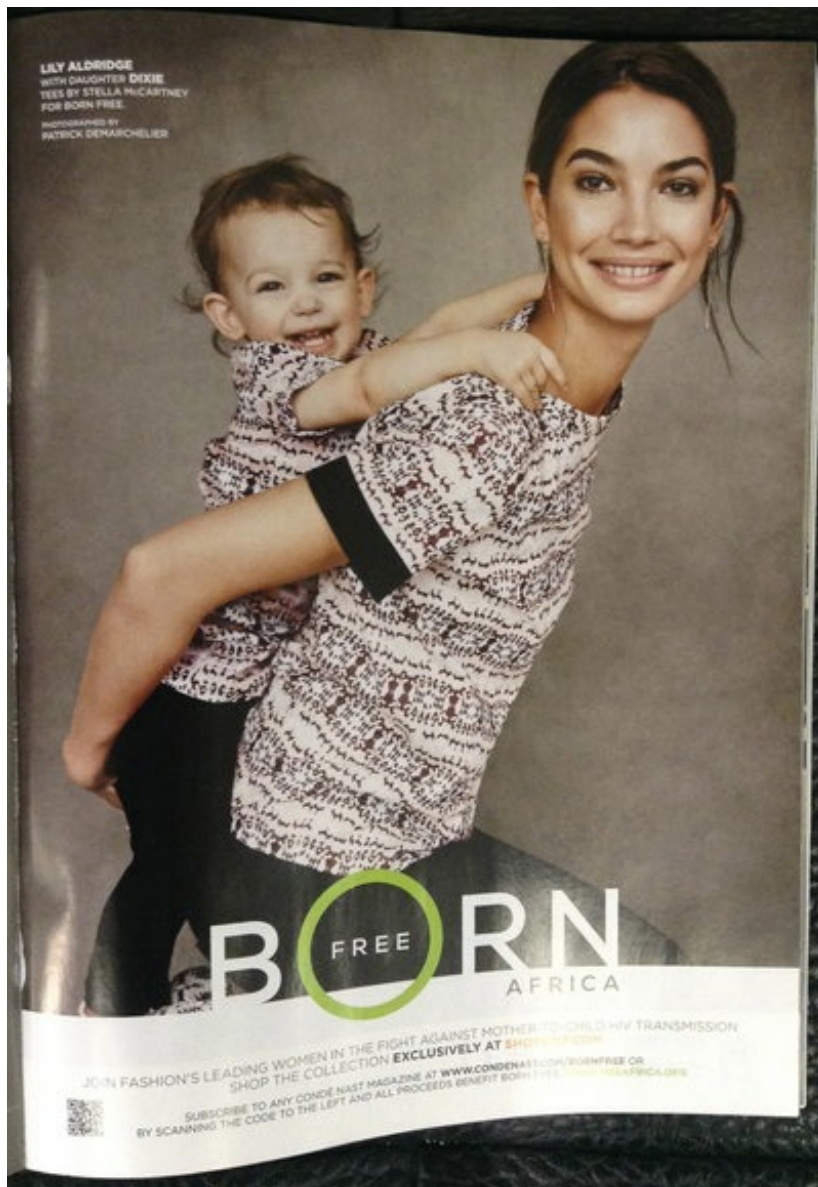
After the cut, fragrance samples were seen by Ralph Lauren for its latest Midnight Romance, Karl Lagerfeld's eponymous perfume, Chloé's Chloé and Jo Malone's Peony & Blush Suede.



Ralph Lauren fragrance strip for Midnight Romance

Additionally, campaigns by Born Free Africa designers such as Alexander McQueen and Chloé were placed before the actual charities efforts seen among the content pages.

In the Born Free Africa effort, model Lily Aldridge posed with her daughter Dixie wearing tees designed by Stella McCartney. Each of the Born Free Africa campaign images, placed across Condé Nast imprints, shows different models with their children wearing items from the ShopBop capsule collection designed to help raise funds for the charity ([see story](#)).



Born Free Africa effort

Content within in the May issue features “Brand-New Day” that looked into the achievements of Born Free Africa and how the fashion industry has been able to help as well as an interview with cover girl actress Emma Stone as well as spring fashions. The May issue also looked at the 2014 Met Ball’s homage to the American designer Charles James.

Cause and effect

Other publications have positioned charity campaigns to inspire its readership to give back.

For instance, Gucci and Estée Lauder were among the marketers to promote charity initiatives in the May edition of Condé Nast-owned Vanity Fair.

The 204-page issue with actress Scarlett Johansson, who has graced the cover of many imprints in the last few months, plays off the star's cross-generational appeal. Like Ms. Johansson's fan base the inclusion of charitable causes has no age boundaries ([see story](#)).

Also, Hearst Magazines' Town & Country took a different angle to prepare for the holiday season by dedicating its December issue to philanthropy to appeal to its core demographic which has increased its charitable tendencies in the past few years.

Although holiday gift-giving appears in two forms, a 127-item "Perfect Picks" gift guide and a separate 40-page supplement called "Light Up the Holidays," the issue's primary focus is charitable acts. Nonetheless, luxury marketers such as Chanel, Dior, Bottega Veneta and Patek Philippe featured advertisements in the 226-page issue ([see story](#)).

Having a strong connection to an ongoing philanthropic mission defines the publisher's image in the public's mind.

"Condé Nast has decided to highlight the Born Free Africa campaign because of Anna Wintour's support and leadership in bringing this initiative to the forefront," said Leane Brenes, creative director of [Brenes Co.](#), New York. "Fashion is sometimes seen as just being an accessory or a way to dress but when we can use fashion to better lives then it becomes so much bigger than ourselves.

"When fashion really make a difference by standing with a cause then we understand the power behind the art," she said. "It's an interesting crossover campaign that combines editorial, marketing, ecommerce and fashion design. All intertwine to raise awareness, drive people to action and help stop mother-to-child HIV transmission.

"The story is a compelling one about mothers and children desire to live healthy, happy lives and that's what moves people. The Vogue readers are women, many with children, who can relate to these mothers that are a world away. It's a powerful way to spread the word, help build awareness and make a difference."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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