

PRINT

## Dior, De Beers show off “royal jewels” in June edition of Tatler

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*Kate Middleton on Tatler's June cover*

By JEN KING

Christian Dior, De Beers and Tiffany & Co. all sought to prove that their jewelry collections are on par with the Tatler June issue's royal subject matter.

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Tatler's June 200-page issue is the “Royal Collector's” special and features the Duchess of Cambridge on the cover. Being included in a collector's issue, no matter the theme, ensures that dedicated readers of the publication will covet the edition.

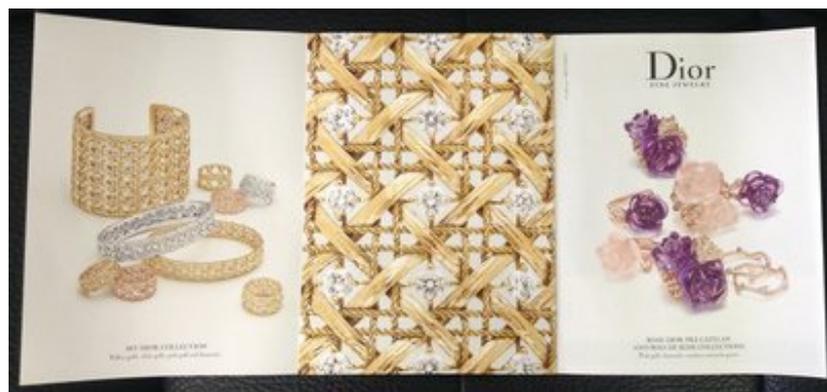
“In terms of advertising, June was a good performing issue for Tatler with the New Racing Special and Kate cover and feature both contributing to help a slight growth of 2.7 percent year on year on the overall advertising performance,” said Jane White, acting associate editor of Tatler, London.

**Tatler**, an imprint of Condé Nast, has a total readership of 158,000 adults with a median age of 46 and an average household income of approximately \$179,726.

A royal read

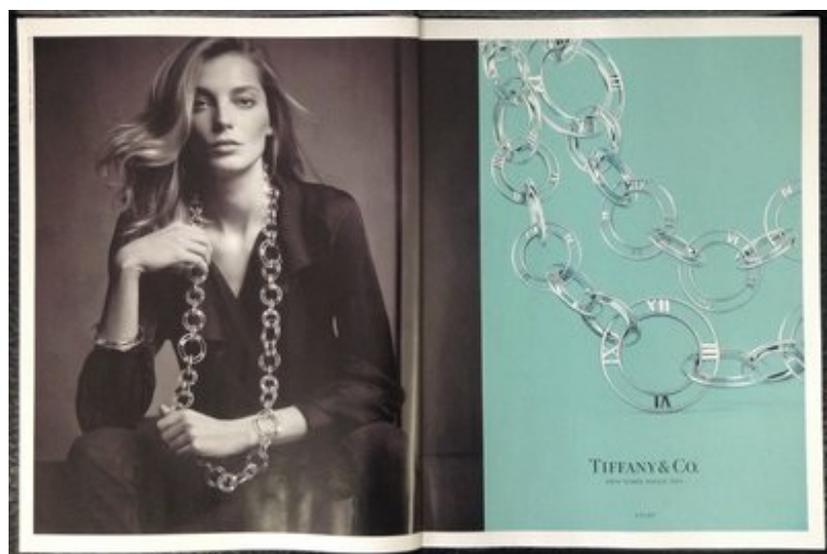
Dior began the June issue with a tri-fold advertisement found on the inside front cover. The effort featured three different collections of Dior fine jewelry called the My Dior

Collection and a series of rings known as the Rose Dior Pré Catelan and the Bois de Rose Collections.



*Tri-fold inside front cover effort for Dior's fine jewelry*

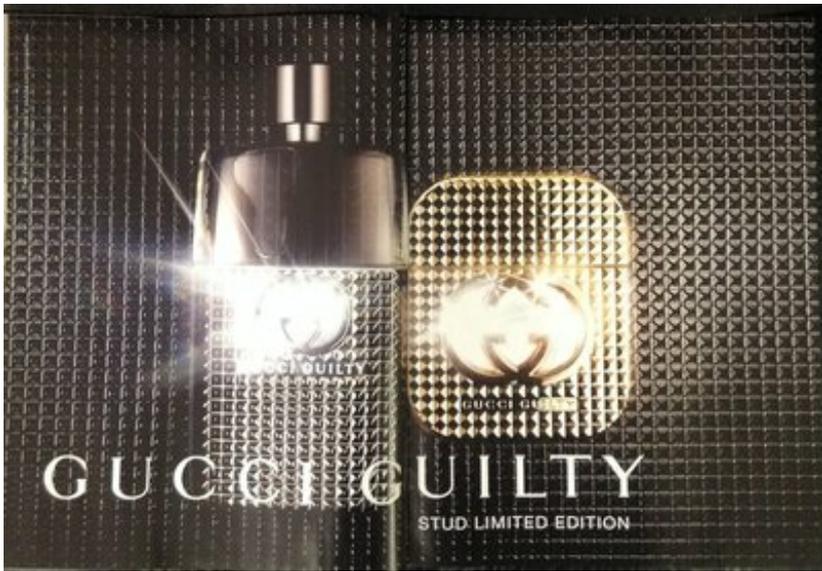
De Beers followed with an effort that included various styles of engagement rings. The next jeweler campaign was placed by Tiffany for its Atlas line.



*Tiffany & Co.'s Atlas collection ad*

Chanel also used Tatler's front of the book space to promote its fine jewelry. The effort included a ring and headpiece of gold and diamonds from the Plume de Chanel series.

Additional front of the book ads appeared for Louis Vuitton handbags, Dior ready-to-wear and Dolce & Gabbana eyewear. Also seen were beauty and fragrance efforts from Dior, Dolce & Gabbana and Gucci.



*Gucci Guilty campaign*

Jewelry continued to be a focus with Cartier taking the premier spot opposite the table of contents. The campaign showed a dangling Amulette de Cartier above a slightly opened red jewelry box with copy reading “unlock your wish.”



*Cartier's Amulette de Cartier opposite the table of contents*

The table of contents was divided by a Ralph Lauren’s Soft Ricky handbag and completed with a Fendi effort for the fashion label’s scarves.



*Fendi scarves promoted on the page facing the table of contents*

After the fold, the June issue included jewelers such as Bulgari, Jaeger-LeCoultre, Boucheron and Piaget. Gucci also placed a fine jewelry effort in these pages.



*Bulgari high jewelry collection effort*

June's issue concluded with a beauty ad from Chanel for its Les Beiges powders and foundations.

The editorial content of June's Tatler featured the imprint's first racing power list that ranked the most influential industry individuals and included an interview with the Qatari sheikh who is a personal friend of the Queen, a look into the corruption happening at Britain's most prestigious private schools and a piece that looks back at the most eccentric people of the 20th century. A pictorial, styled by Tatler fashion director Deep Kailey and shot by Kate Davis-Macleod, highlights art-influenced apparel by labels such as Prada and Valentino.

June's edition also included a Tatler Restaurant Guide supplement. The booklet listed 300 of the United Kingdom's best eateries.

Supple supplements

New section features and add-on supplements enhance the read for the publication's audience by keeping content fresh and evolving.

For instance, Robb Report's April issue also included an ad for CurtCo Media's newest imprint, Robb Report Health & Wellness. The quarterly imprint and Web site is viewed as a guide to help Robb Report's sophisticated audience live healthier lives through features on medical advancements and tips for living well ([see story](#)).

The success of a supplement can spur a standalone imprint. Originally, Robb Report's Health & Wellness acted as a supplement ([see story](#)).

When a publication plans to debut new content the offer is attractive to marketers looking to be noticed.

"The Racing Special generated 10 pages of new advertising business also," Ms. White said.

"[Also,] The Restaurant Guide was again produced in association with Laurent Perrier and Taste of London and generated an impressive 25 pages," she said.

#### Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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