

Luxury Daily

THE NEWS LEADER IN LUXURY MARKETING

Dior, Channel continue print streak in Tatler

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Ahead not just by a whisker

Luxury advertisers took to front-of-book in the May issue of Condé Nast's Tatler to showcase their latest lines in luxurious two-page spreads that acted as a preview to the magazine's fashion pages.

Christian Dior, Tiffany & Co. and Louis Vuitton led the jam-packed front-of-book ad section in the latest issue of the British luxury magazine. Dior and fellow high-end French label Chanel seem to be positioning themselves as advertising powerhouses by continuing their multichannel campaigns for the European market.

"Tatler is a highly-respected publication in Britain," said Chris Ramey, president of [Affluent Insights](#) ^[2], Miami.

"Its layout and graphics are aligned with luxury brands and it is known to have the highest average household income of any magazine in Britain," he said.

Mr. Ramey is not affiliated with Tatler, but agreed to comment as an industry expert.

[Tatler](#) ^[3] could not be reached before press deadline.

The publication has a circulation of 88,700. The average household income for this group is \$185,258.

Spread the wealth

The collection of front-of-book ads from luxury advertisers almost acts as a mini-magazine prior to start of the publication's editorial content.

Many brands took up two or more pages with fashion and beauty ad spreads.

The magazine opens with a Dior trifold ad on the inside front cover that features images from the brand's latest multichannel campaign.



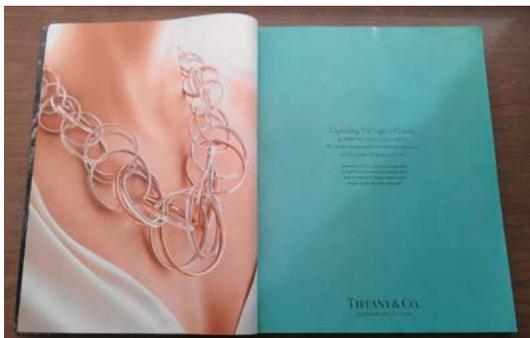
[4]

Miss Dior ad

The ad shows a purse from the label's Lady Dior handbag line with French actress and brand ambassador Marion Cotillard ([see story](#) ^[5]).

Dior expanded from its single campaign image this time around with a black-and-white image under the cover, an interesting move from the label to create contrast.

The second ad from Tiffany shows an up-close picture of the brand's new necklace in Rubedo rose metal. This necklace is part of a limited-edition collection that honors the jeweler's 175th year.



[6]

Tiffany ad

Louis Vuitton's bright pink ad that has held many placements in front-of-book this year appears on the third page.

Next, Fendi took out a black-and-white spread for its eyewear line.

Luxury brands sporadically use black-and-white print advertisements and the contrast when flipping through the latest issue of a magazine can stop a reader in her tracks. But there actually may be a strategy behind black-and-white ads ([see story](#) ^[7]).

Chanel took a two-page spread to display an image from its Boy Chanel multichannel campaign that features model and musician Alice Dellal ([see story](#) ^[8]).



[9]

Chanel ad

Prada positioned its brightly-colored spring/summer 2012 ad campaign in front-of-book as well.

Dolce & Gabbana also appeared with a similar color scheme in an ad for the label's Bouquet Colour Explosion makeup line.



[10]

Prada ad

Cartier used two pages to show an engagement ring backed by the Paris skyline.



[11]

Cartier ad

Meanwhile, Ralph Lauren displayed a pair of sunglasses in a season-appropriate ad that showed a woman wearing a pink summer hat and scarf.



Ralph Lauren ad

There are very few ads featured after front-of-book.

“Placement in front-of-book exponentially expands exposure, particularly when the book is considered to be a fashion bible for the affluent in Britain,” Mr. Ramey said.

“Luxury brands should want to be as far-forward as possible with the exception of the back and inside-back pages, he said “ A magazine loses readers as they move through a magazine, so the impact is weaker when an ad is relegated too far back in the magazine.”

Miss Dior and Mr. Lagerfeld

It seems that Dior and Chanel are immersing as two powerhouses due to their increased presence in many luxury publications.

Both brands are using traditional tactics such as celebrity endorsements and multiple product lines to spread their brand among affluent consumers.

Dior appearing as the first ad in the issue immediately draws attention. The fold-out aspect encourages time spent on the ad.

Chanel appeared three times in front-of-book. The first was for its Boy Chanel handbag collection and its second ad focused on its beauty line and showed the Sublimage La Crème product.



Chanel ad

An ad for Chanel's Rouge Coco lipstick in front-of-book featured the line's logo, the lipstick and a model wearing the shade as the final ad.



Chanel ad

Dior and Chanel also advertised multiple collections in the May issue of Condé Nast's Vanity Fair, standing out in an edition that was dominated by high-end brands marketing women's products to the magazine's affluent readers ([see story](#)^[15]).

Prada seems to be following in these brands' footsteps in this issue of Tatler.

The label appeared twice in this issue for its clothing and handbag line and then its fragrance line.

Prada's Candy fragrance ad contained bold coloring and featured a woman wearing bright red lipstick.



Prada ad

"This publication is visual and tends to show large compelling photography," Mr. Ramey said. "In many cases, this forces advertisers to use two-page spreads to make an impact.

"It is a battle for the consumer's attention," he said.

Final Take

Tricia Carr, editorial assistant with Luxury Daily, New York