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## Robb Report focuses on customized experiences in March issue

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Robb Report March issue

Robb Report is focusing on custom luxury experiences through advertisers including Ralph Lauren, Hermes, Brioni, Corneliani, Stefano Ricci and Richard Mille in its March issue.

Featuring tailors and custom-garment retailers heightens the sense of luxury, since it is only the affluent who can afford these types of services. Robb Report wraps up the whole experience through multiple watch, fashion and automotive labels.

"Robb Report is probably the most successful vehicle for the aspirational male," said Chris Ramey, president of Affluent Insights, Miami. "The book allows focus and fantasy for their readers."

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

Robb Report was not able to comment before press deadline.

### Life in the fast lane

Robb Report sticks to its automotive roots with a bold advertising effort by Lexus, whose ad for the GS 2013 is found by flipping open the front cover of the magazine.



Lexus ad

The 2013 GS has been marketed heavily by the brand through mobile, social media, print and out-of-home ads.

The front-inside cover of the March Robb Report features Ralph Lauren Purple Label, the brand's most high-end men's label.

Ralph Lauren Purple Label is known for custom-fitting garments.



[3]

*Ralph Lauren Purple Label*

The following ad is for Hermes, which displays a campaign for its spring/summer collection. The ad shows a man and woman outside in nature.

The next few ads are for high-end, custom-garment manufacturers Brioni, Corneliani and Stefano Ricci.



[4]

*Brioni ad*

There also seem to be many ads for luxury watchmakers, which definitely heightens the sense of luxury in the magazine.

Brands including Richard Mille, David Yurman, Chanel, Chopard, Cartier, Ulysse Nardin, Van Cleef and Arpels and Corum are just some of the luxury watchmakers targeting male readers.

With a mix of automotive, apparel and watchmaking ads, Robb Report is likely trying to market a lifestyle image for its readers.

**Mixing it up**

While Robb Report's March issue seems to be flaunting a material luxury lifestyle, other editions by the magazine have hinted at different parts of the high-end life.

For example, it was clear that Robb Report focused on luxury travel and experiences to anchor its January edition, using travel marketers to complement the editorial ([see story](#)<sup>[5]</sup>).

Brands such as Breguet, the Bellagio, Inspirato, Orion Expedition Cruises and Audemars Piguet are taking up the front-of-book advertisements.

However, this seems to be the way that brands are going about their print marketing strategies.

In the face of an increasingly-digital world, luxury marketers wishing to keep print alive must customize experiences for their consumers.

This will help brands access both Robb Report readers who can now purchase luxury goods and those who wish to in the future. It is likely why the title mixes high-end watchmakers with more affordable spirit brands.

"Robb Report is the perfect fit for the aspirational and younger or newly affluent-who tend to embrace conspicuous consumption," Mr. Ramey said.

"There is a wide divide between spirits and watch clients," he said. "Most everyone drinks, [but] only a few can afford a luxury watch."

**Final Take**

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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