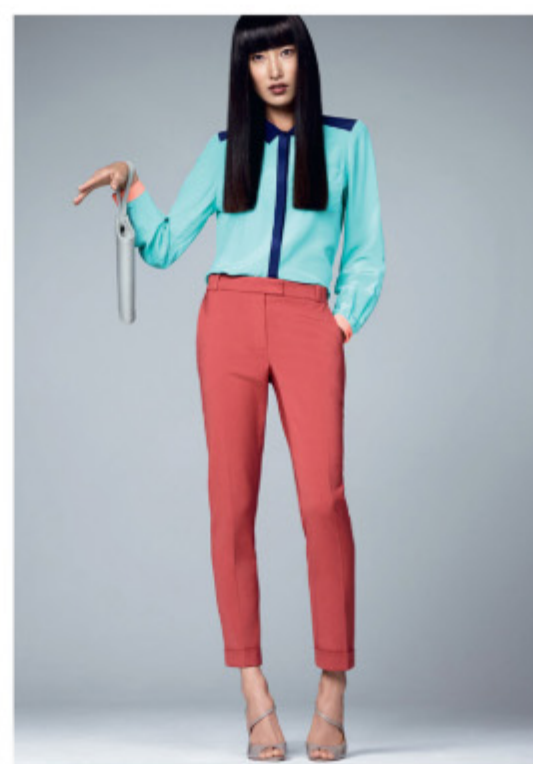


The content programme that defines Britain's most trusted brand



ABOVE: Contrast-trim blouse, E59. **John Lewis.** Turn-up summer trousers, E50. **Jaeger.** Palma heels, E195. **LK Bennett.** PU-wristlet clutch, E25. **John Lewis.**

John Lewis

CLIENT

John Lewis

SECTOR

Fashion

OFFICE

London

SERVICES

Omnichannel content,
digital & apps, magazine
production, strategy,
video, photography, PoS,
display

Starting life as a draper's shop on Oxford Street in London in 1864, John Lewis has grown to become the UK's favourite retailer and an innovative, multichannel business. After a complete revitalisation of its fashion floor in 2009, John Lewis briefed us to communicate this change to a target 35 to 44 year old female audience, building credentials as a fashion retailer and tempting customers to shop in multiple ways and across departments.

And so *John Lewis Edition* was born – a quarterly glossy magazine, free of charge to the consumer, showcasing standout fashion and beauty. Trust and love are key to the John Lewis brand, and these are reflected on every page of the magazine, thanks to intelligent content, inspiring imagery and an engaging mix of contributors. Under the editorship of Marie O’Riordan and Vanessa Thompson (both ex *Marie Claire* and *ELLE*), the magazine attracts talented writers and photographers at the top of their game, including India Knight, Miranda Sawyer, Alexander Fury, Jess Cartner-Morley, Gustavo Papaleo, Adrian Briscoe and Jon Gorrigan. The editorial and photographic assets created are also repurposed for use in-store, in-window, at point of sale and online for a clear and coherent communication of key messages.

John Lewis Edition continues to grow a loyal and engaged following, positioning the brand as a credible fashion destination while enticing the customer to discover more both online and in-store.

Edition holds the number one spot in the women's lifestyle sector, with an ABC of

481,220*

*Jan-June 2014



Our commitment to deliver a quality offering is working: *Edition* retains the number one spot in the women's lifestyle sector for the 6th audit period, with an ABC of 481,220 (Jan-June 2014); it has also enjoyed an 11 per cent year-on-year increase in advertising, in a difficult economic climate.

The print magazine is complemented by multiple platforms including web, tablet, smartphone, e-reader apps and videos to offer readers different ways to access content.

“

Edition has become an established title within our fashion customer's repertoire. With its newsstand-quality photography, journalistic expertise and independent voice, it continues to successfully drive reappraisal of John Lewis as a fashion brand. The uplift on featured product sales and high-yielding, high-volume ad pages demonstrate that *Edition* has great resonance with our customers and brand partners alike.

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CRAIG INGLIS
Marketing director, John Lewis