**para-Ketonization Using Electrophilic Vinyl Ethers**

**Significance:** The authors report a direct para-selective ketonization of arenes. This method makes use of a reusable template to ensure high selectivity.

**Comment:** A well-defined hard–soft interaction suppresses competitive routes and enables the functionalization of often challenging electron-poor systems.

**Selected examples:**

- **Vinyl Substitution Variation**
  - R¹ = Me, OCF₃, SCF₃, OCHF₂, CF₃, F, Cl
  - R³ = H, Alk, Ar
  - R⁴ = H, Alk
  - 82% yield
  - 77% yield
  - 77% yield

- **Electron-Rich Arene Scope**
  - 81% yield
  - 75% yield
  - 68% yield
  - 58% yield

- **Electron-Deficient Arene Scope**
  - 77% yield
  - 73% yield
  - 66% yield
  - 67% yield