

PRINT

Condé Nast introduces bespoke publishing service for private clients

September 30, 2014



Condé Nast Portrait

By JEN KING

Publishing house Condé Nast is enabling readers to experience its curated photography shoots firsthand through its newly launched Condé Nast Portrait endeavour.

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Luxury Daily

Condé Nast's private publishing service will allow discerning readers of the publishing house's imprints to follow the creative journey from "concept to creation" using their own individual narratives as inspiration. This concept will extend readers' experience with Condé Nast by creating a keepsake that is personalized and likely to be remembered.

"We live in times when customers at certain level expect personalized service - leading brands design clothes, bags and jewelry for discerning clients and hotels know if their clients like opera or not," said Natalia Kuznetsova-Rice, director of [Condé Nast Portrait](#), London.

"Condé Nast Portrait taps into the world of personalized luxury products and services bringing the best of the creative world to its readers," she said. "The relationships can only benefit.

"There has been a considerable amount of interest from around the world. The subjects

vary from birthdays and weddings to sports and family businesses.”

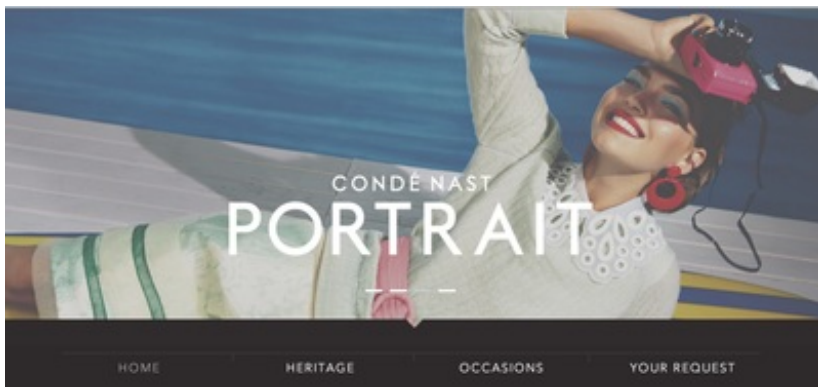
Bespoke snapshots

Announced in July, Condé Nast Portrait is a bespoke multi-media publishing service that gives access to the publishing house’s photographers, stylists, editors, filmmakers and archive to create personalized stories.

Before its availability to the public, Condé Nast editors, creative directors, photographers and writers worked on bespoke publishing projects with hoteliers, retailers and luxury good houses, such as Mandarin Oriental Hotels and Resorts and Italian automaker Ferrari.

Condé Nast Portrait offers hand-finished books, glossy magazines and digital projects to private consumers who enjoy the publisher’s aesthetic. Although launched by Condé Nast Britain’s contract publishing division, the service is open to international readers of the houses’ imprints.

Ms. Kuznetsova-Rice mentioned in a statement that Condé Nast recognized the strong demand for high-quality creative publishing that was not available to discerning consumers. She compared Condé Nast Portrait to commissioning a one-off piece of jewelry or a bespoke Savile Row suit to underscore how sought after customized creations have become.



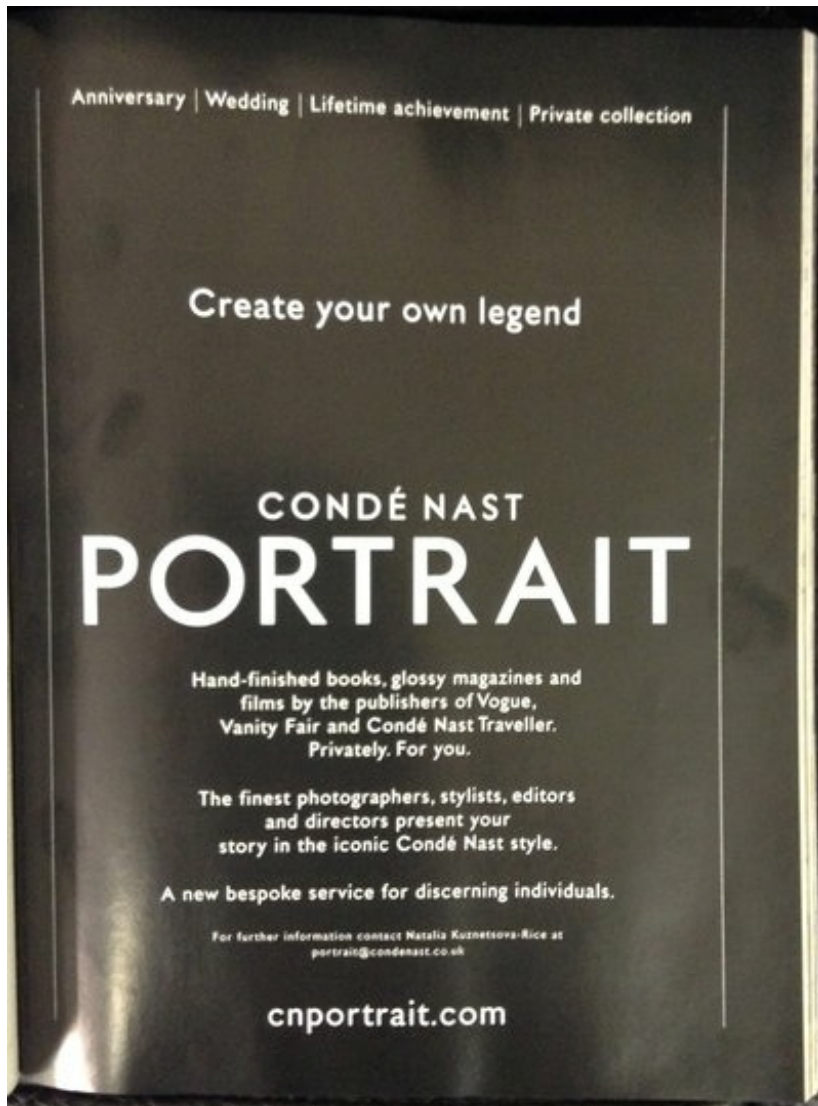
Condé Nast Portrait's Web site

The service is ideal for special landmarks, anniversaries and achievements of all kinds. Consumers can commission a Condé Nast photographer to shoot a party that is styled by the publisher’s staff of stylists which is then turned into a glossy magazine.

Additional ideas Condé Nast suggests on its Web site for Condé Nast Portrait includes a genealogical family tree chart presented in a captivating way, a bespoke magazine presented to guests at a wedding, a filmed interview with a successful business person or photographic books that showcase a design of a home or a private art collection.

Regardless of the reason, Condé Nast Portrait will allow consumers to celebrate, commemorate and capture memories that can be cherished for years to come. Each project will be curated by an unrivalled network of professionals who will manage, produce and deliver these limited-run publications and productions.

Condé Nast Portrait service launched in August and is currently advertising in the October issue of Tatler.



Advertisement for Condé Nast Portrait in October's issue of Tatler

Interested individuals can fill out a form on the Condé Nast Portrait Web site. The site does not list pricing options, so it is likely that prices are determined by project parameters.

Retrospective

For brands, photography serves as a retrospective that examines heritage and gives brand insights.

For example, French couture house Christian Dior delved into its photogenic history with an exhibit and tome focused on the iconic images that shaped the label.

"Dior: The Legendary Images" the exhibit opened May 3 at the Musée Christian Dior at Granville, France, while the book was published a month later. Hosting an exhibit gives aspirational fans of a brand the opportunity to share in a part of the brand at an affordable price point ([see story](#)).

Also, French outerwear label Moncler put glaciers front and center with a traveling photography exhibit and capsule collection.

Moncler's "Blackout" project featured 21 images of mountain terrain in Iceland captured by artist Dan Holdsworth, one of which Moncler reproduced on jackets, pants and accessories in its fall/winter 2014 collection. This collection allowed Moncler to pay homage to the "majesty of nature," which is a source of inspiration for the brand ([see story](#)).

Consumers can personalize a piece of their life's narrative in the same aesthetic style as Vogue or Vanity Fair.

"Condé Nast has been a fashion and style trendsetter for over a century," Ms. Kuznetsova-Rice said.

"Over these years, it's been a magnet for the world's leading photographers, designers, editors and creative directors," she said. "It is the name associated with the finest style and top-level content.

"And this is what we offer to our clients - all this experience and access to today's most prominent creative figures, who would be working on a client's personal publication. We bring a unique blend of style and quality and an understanding of the luxury consumer a client would expect from Condé Nast."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Eo-u663IAXo](https://www.youtube.com/embed/Eo-u663IAXo)

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