

IN-STORE

Condé Nast's Vogue expands reader outreach with Bangkok lounge

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Cocktails at Vogue Lounge in Bangkok

By STAFF REPORTS

Media conglomerate Condé Nast International is building out awareness for its publications in Thailand with the opening of a restaurant lounge in Bangkok on Nov. 15.

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Bangkok's Vogue Lounge will be located on the sixth floor of the capital's new and highly-anticipated MahaNakhon Cube building. Condé Nast International's restaurant concept began a number of years ago to help the brand enter into new and emerging markets where its publications may not have a local presence.

Eating Vogue

Condé Nast partnered with Pace Development and Fourteen Points to create its newest Vogue Lounge in Bangkok. The Cube building, where the Vogue Lounge is housed, also includes upscale grocer Dean & DeLuca and the ninth L'Atelier de Joël Robuchon.

The space can seat 50 inside and 68 outside on a terrace overlooking the city. Designers at David Collins Studio designed the lounge's sleek decor and an overall aesthetic that was drawn from a hospitality point of view and can be used as a day or night space.

Vogue Lounge Bangkok's kitchen will be directed by Chef Vincent Thierry, the group

corporate chef for Pace. Chef Thierry holds 3 Michelin stars and is the former executive chef of Caprice at the Four Seasons Hong Kong.

In a statement, Gary Robinson, director of Condé Nast International Restaurants, said, “Vogue Lounge will bring the style and sophistication of Vogue to life in the most vibrant and exciting hospitality space the Thai capital has to offer. The thought and care that has gone into every element of Vogue Lounge Bangkok, from the interiors to the menu and classically revisited cocktail selection, ensures our guests are in for a spectacular experience.”



Vogue Lounge in Bangkok

Other Vogue Lounges are located in Moscow, Dubai and Kiev. In addition, Condé Nast International also has licensed the GQ Bar in Dubai and Tatler Club in Moscow.

Vogue has brought its publication to life through event series as well.

For instance, Condé Nast-owned British Vogue and London department store Harrods partnered for the third annual Vogue Festival 2013 March 29-30 to create a high-end, stylish experience for fashion-minded attendees ([see story](#)).

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