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## Tatler, Debrett's Academy teach societal confidence with etiquette school

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*Promotional image for the Debrett's and Tatler School of Etiquette*

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By STAFF REPORTS

Condé Nast's Tatler is embracing its British culture and traditional manners through a joint venture with the Debrett's Academy for etiquette.

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**Luxury Daily**

Tatler, originally founded in 1709, is seen as the archetype of British magazines with pages full of societal news and quips alongside fashion and lifestyle coverage rife with cheeky humor. Debrett's shares Tatler's longevity and British perspective, as it was established in 1769, when it published the first edition of the Peerage, a "social network" of its time offering readers a chronicle of the country's aristocrats, in print still today.

Excel in etiquette

Beyond keeping track of the aristocratic circuit, Debrett's is also regarded as the foremost authority on etiquette, offering a number of courses through its Training Academy. Debrett's also offers etiquette guides such as "The A-Z of Modern Manners," "Guide for The Modern Gentleman" and "Debrett's Handbook," in addition to leather goods and stationery featuring details of British social calendar paired with etiquette tips.

Together with Tatler, Debrett's will expand the reach of its practices through the The Debrett's and Tatler School of Etiquette, the first co-branded partnership for the etiquette expert. Launching this September, the school is geared toward consumers of all ages, ranging from students to older individuals with an interest in broadening their knowledge of British traditions.



### *The Debrett's and Tatler School of Etiquette Web site*

Topics covered by the school include dining and correspondence to modern skills such as digital etiquette and dress codes for various functions. Overall, the school will provide participants with “the confidence necessary to make the best impression at all times and in all environments.”

Classes will be provided for groups of up to eight people, with a one-on-one course available for those looking for a personalized experience. The school will be based at Debrett's Mayfair headquarters in London while some courses will take place in the “field” such as at Claridge's hotel and the Condé Nast College of Fashion & Design.

Inaugural classes include a Coming of Age course for 13-16 year olds, Finishing School for young adults ages 17 and older, Best of British, a crash course in British culture, etiquette and traditions, Hosting and Entertaining to fine tune participants' hostess skills and Style and The Season, which covers appropriate behavior and dress for societal events on the British calendar.

In a statement, Joanne Milner, CEO of Debrett's, said, “The Debrett's and Tatler School of Etiquette is an exciting new partnership for us. The Debrett's Academy has experienced a huge increase in demand over the last year from businesses, luxury brands and professionals, both in the United Kingdom and internationally. It has become increasingly apparent that confidence and an awareness of etiquette and soft skills are not only an asset in the workplace, but also determine one's individual success across all aspects of modern life. With combined heritage of over 545 years of British society, Tatler and Debrett's make the perfect partnership for launching this bespoke School of Etiquette.”

Condé Nast has invested in the educations of its readers through its College of Fashion and Design as well.

Recently, the Condé Nast College of Fashion & Design increased its course offerings for

2015 with the addition of two one-week journalism and styling classes.

Operated by the multimedia publishing house Condé Nast, the college is located just steps from Vogue House, the publisher's headquarters in London. Condé Nast College of Fashion & Design is the first of its kind and to date has had more than 300 students attend from 46 countries ([see story](#)).

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