

PRINT

Cond Nast, Simon to publish magazine to elevate shopping experience

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Cond Nast's Simon Magazine

By STAFF REPORTS

Media company Cond Nast is working with retail real estate firm Simon Property Group to publish a glossy high-end lifestyle publication.

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Simon Magazine is designed to provide consumers the latest insights on fashion and beauty as well as tips on dining and travel. With an extensive retail real estate portfolio having one branded voice connecting its locations and the stores within, Simon will be able to better position itself as a shopping destination rather than a standard mall.

Simon says shop

The inaugural issue of Simon Magazine features must-haves and must-dos across lifestyle sectors in addition to gifting ideas for the holidays. Furthering its lifestyle angle, Simon Magazine will include an A to Z listing of cultural events around the world and profiles on technology and gadgets.

"...Simon Magazine is one of many initiatives we're undertaking to elevate the shopping experience for our customers," said Chidi Achara, global creative director for Simon, in a statement. "It supports the world-class brands at our centers by providing a stylish journey through the best in fashion, beauty, culture and travel for the winter and resort seasons."

Copies of Simon Magazine will drop at Simon properties around the United States just in time for the holiday shopping rush. In total, Simon Magazine will give additional visibility to the more than 130 brands that call Simon properties home.



Cover of Simon Magazine, winter 2015

In addition to being found on-site at Simon properties, such as its Malls, Mills and Premium Outlet locations, the magazine will be direct mailed to 300,000 Condé Nast subscribers. Condé Nast will provide Simon access to its audience of fashion-forward readers who subscribe to titles such as Vogue, Vanity Fair and W magazine.

"We are thrilled to collaborate with Simon to create this custom, luxe lifestyle magazine," said Raul Martinez, creative director at Condé Nast, in a statement. "This is the first time Condé Nast has worked with a brand to create custom editorial content at this scale, and we are pleased to bring our expertise to this project. We've worked with some of the best talent in the industry to create a truly exceptional magazine."

Recently, Condé Nast has strengthened its relationship with retail, both through ecommerce partnerships and the rebranding of its Style.com title ([see story](#)).

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