

PRINT

Modern Luxury to launch Silicon Valley title for tech-minded affluents

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Image courtesy of Four Seasons Hotel Silicon Valley

By JEN KING

Media company Modern Luxury is expanding its regional coverage in the United States with a title dedicated to the lifestyle of Silicon Valley, CA's affluent residents.

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Modern Luxury currently publishes a title focusing on nearby San Francisco, but given the technology boom in neighboring Silicon Valley, a standalone magazine will likely be a welcome addition for affluents based there. Silicon Valley has seen an influx of wealth due to the technology brands that have sprouted in the area and employees that have settled nearby.

"Geographically speaking, 10 or 15 miles can take you to an entirely new world. We currently serve 4 markets in California, 2 markets in New York and 2 markets in Texas just to name a few," said Marcy Bloom, senior vice president and group publisher of **Modern Luxury**. "We know, like any good retailer, auto manufacturer, spirits company, etc. that each area has its nuances. From the people, the culture, the foods, the politics, the sports teams and so much more, the pulse of each area is different and our brands reflect that.

"We celebrate these differences and the communities respect and trust us for that. Silicon Valley is just 39.5 miles from San Francisco but the landscape, style, restaurants, shops, pulse and sensibility are each their own," she said. "You'll see just how much when you check our March issues of each.

"[Modern Luxury's] success this year was based on 3 things; 1) Our ability to get our advertisers closer to the influencers that drive their business city by city. 2) Our ability to customize programs specific to each market, yet provide national scale by activating in any of our 19 markets across the country. 3) We have 50 marketers across the country, with dedicated teams in each of our cities. These teams are experts specific to each city who act as consultants to advise our clients and drive their business in those markets."

In the valley of tech

Expanding outside of the San Francisco Bay Area to cover Silicon Valley was an obvious choice for Modern Luxury. As wealth has accumulated in Silicon Valley, now one of the leading wealth-generating markets in the world, the region has become a center of culture and community well beyond its link to technology and consumer electronics.

The publication will launch in March 2016 as a bimonthly and will be distributed with an initial rate base of 30,000 titles distributed directly to select residences, luxury hotels, boutiques and real estate offices. Modern Luxury Silicon

Valley will also be on sale at targeted newsstands and bookstores.

Each issue of Modern Luxury Silicon Valley will reflect the lifestyle of those working and living in the area. Topics covered will include local culture, art, design, dining, fashion and philanthropy as well as the profiles of the region's key innovators and individuals.

Editorial will focus on curated experiences, in-depth profiles on local and innovative individuals and businesses and service-oriented features and front of book coverage of Silicon Valley. Coverage will also include trend pieces on fashion, style and products that will appeal to Silicon Valley's "understated luxury lifestyle."

MODERN LUXURY Silicon Valley

Modern Luxury Silicon Valley logo

Modern Luxury Silicon Valley will be led by editor in chief Anh-Minh Le and will be under the direction of group editor and San Francisco editor in chief Jon Steinberg as well as vice president and editorial director of Modern Luxury, Beth Weitzman.

Ms. Le joins Modern Luxury from Anthology Magazine where she was co-founder and editor in chief. In addition, Ms. Le has also gained lifestyle reporting experience as the editor at large for California Home + Design and as a regular contributor for the San Francisco Chronicle.

As a lifelong resident of the Bay Area as well, Ms. Le will add insider knowledge to the editorial team's efforts as coverage underscores the cultural landscape of Silicon Valley.

"Silicon Valley is the epicenter of new business development, creativity and growth, and deserves a celebration of the people and places that make it one of the world's most exciting places to work and live," said Ms. Le in a statement. "This publication will be an insider's guide to culture, design, fashion, art and dining, that will also offer sophisticated, thoughtful editorial content that will be of service and interest to the Silicon Valley resident and visitor alike."



Modern Luxury San Francisco, December 2015 on iPad edition

Modern Luxury is the United States' largest local luxury media company, operating 67 titles in 19 markets. Modern Luxury "live[s] where luxury lives" with titles covering Aspen, CO, Atlanta, Chicago, Dallas, The Hamptons, NY, Hawaii, Houston, Los Angeles, Manhattan, Miami, Orange County, CA, San Diego, San Francisco, Scottsdale, AZ,

Vail, CO, Washington, South Florida and The Caribbean.

Its latest title Silicon Valley's inaugural issue will debut March 1, 2016.

Tech rising

Interest in Silicon Valley also extends to brands in the area looking to capitalize on wealthy residents and guests.

For instance, Four Seasons Hotel Silicon Valley is enticing its techy neighbors to stop by for post-work cocktails on a weekly basis.

Beginning on Thursday Oct. 22, Four Seasons will debut its weekly BYTEights program at its in-house bar and restaurant Quattro for guests who are on business or living in the area and are looking for networking or nightlife options near technology company's calling Silicon Valley home. Hotels often curate localized events to incorporate their surroundings within the perimeter of their properties, giving guests and locals a taste of local flavor and culture ([see story](#)).

Also, Swiss watchmaker Breguet has partnered with the Legion of Honor Museum in San Francisco to present horologists in the Bay Area the opportunity to learn more about the brand's innovative works.

The exhibit, titled "Breguet: Art and Innovation in Watchmaking" opened on Sept. 19 at the California Palace at the Legion of Honor Museum, and will be opened through the new year, closing on Jan. 10. On display is the Swatch-owned watchmaker's largest collection of antique timepieces ever shown to consumers in the Americas. Breguet has likened its innovations in watchmaking to those companies based in Silicon Valley ([see story](#)).

Although the print industry is undergoing a period of transformation, Modern Luxury is continually expanding its presence.

"At Modern Luxury, our focus is on building closer connections to the communities within the cities in which we live," Ms. Bloom said. "We report on and reflect the luxury lifestyle specific to each community. It is a very nuanced approach at which we excel.

"When we see that a community is underserved, we look to grow our footprint," she said. "We're really so much more than a media company and print is just one of our vehicles of communication.

"In the first quarter of 2016, we'll be launching an initiative that will enable our audiences in different markets to connect with each other and the Modern Luxury brand on a deeper level. Stay tuned..."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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