

MEDIA/PUBLISHING

Vogue brand enters new market with Arabian edition

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Deena Aljuhani Abdulaziz

By STAFF REPORTS

Media group Cond Nast is expanding its Vogue magazine to the Arab world, drawing on a growing demand for high-fashion content in the region.

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Based in Dubai, Vogue Arabia will target the entire Middle East, an area that is seeing one of the fastest growth in ultra-high-net-worth population ([see story](#)). Marking a historic new strategy for the Vogue brand, a Web site in Arabic and English will launch in October, followed by print magazines beginning next spring.

Middle Eastern minded

Once launched, Vogue Arabia will be the 22nd Vogue edition produced globally. For Vogue Arabia, Cond Nast is partnering with Dubai-based publisher Nervora, which currently publishes [Style.com/Arabia](#).

The existing [Style.com/Arabia](#) site will be rebranded as Vogue Arabia's home online. As part of the transition, [Style.com](#) managing editor Caterina Minthe will become the features director of Vogue Arabia.

"Nearly four years ago, we embarked on a mission to change the fashion landscape in the Middle East with [Style.com/Arabia](#)," said Shashi Menon, CEO of Nervora, in a brand statement. "That mission continues and grows markedly with Vogue, the world's preeminent fashion publication. We couldn't be more thrilled."

At the head of the publication will be editor in chief Deena Aljuhani Abdulaziz, a Saudi princess who has maintained a strong voice in the fashion industry through her Riyadh-based members-only D'NA boutique. Aside from her understanding and influence of Arab fashion and culture, her time spent in the United Kingdom and United States also gives her a familiarity of Western style.



Dolce & Gabbana's abaya collection

Daniela Agnelli, who has been with the Telegraph for 15 years, will join Ms. Abdulaziz's editorial team as her fashion director.

"A digital first launch for Vogue is a historic moment," said Karina Dobrotvorskaya, president of Cond Nast new markets and editorial director, brand development.

"By transitioning the existing Style.com/Arabia platform we immediately draw on a unique blend of digital experience and entrepreneurial spirit at Nervora, an editor in chief with a deep understanding of fashion and the modern Arabian woman, all supported by the publishing expertise of Cond Nast International," she said. "We are excited to put Arabian fashion culture in an international context and hope that Vogue Arabia will transform the media landscape in the region."

Vogue Arabia will take over the Fashion Prize, a grant set up by Nervora and the Dubai Design & Fashion Council to help the most talented fashion and accessories designers. This will be rebranded the Vogue/DDFC Fashion Prize.

Vogue currently has editions in the U.S., Britain, France, Italy, Germany, Spain, Russia, Japan, China, Taiwan, Mexico & Latin America, Korea, Brazil, Australia, Portugal, India, Turkey, Thailand, the Netherlands and the Ukraine.

Despite being part of the general luxury slowdown, with Bain and Altagamma recently referring to the Middle East as "rather depressed," ([see story](#)) many brands are still seeing the potential in the region.

Yoox Net-A-Porter Group is looking to expand its presence in the Middle East with the help of a new investment from Dubai's Alabbar Enterprises.

Alabbar Enterprises S.r.l., controlled by Mohammed Alabbar, is the sole subscriber for a capital increase of 100 million euro, or \$113.7 million at current exchange rates, giving it a 4 percent stake in the company. While the Middle East presents opportunities for luxury ecommerce, it can be a complicated market to maneuver, making Alabbar's regional expertise an advantage for Yoox Net-A-Porter as it looks to grow in the region ([see story](#)).