

MEDIA/PUBLISHING

Robb Report brings best of the best to Australia in regional debut

July 22, 2016



Robb Report July 2016

By STAFF REPORTS

Lifestyle publication Robb Report is heading down under as it further expands its global footprint.

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The Australian market edition of Robb Report will arrive on newsstands for October 2016 and is timed to coordinate with the publication's 40th anniversary. Robb Report's addition of an Australian publication brings its regional edition count up to 17, showing that its content appeals to a discerning audience not limited by location.

Reading by the barbie

Robb Report Australia was officially announced July 22 during an invitation-only soiree at the the Pier One Sydney Harbour Hotel.

To produce the regional market title in Australia, Robb Report is working with Sydney-based finance and wealth advisory firm Kanebridge, Ltd. The intel into Australian wealth and consumer behavior in the country will help Robb Report curate content ideal to that market.

Michael Stahl has been appointed as Robb Report Australia's editor in chief to offer readers a "best of the best" perspective from one of its own. Prior to Robb Report, Mr. Stahl was a contributor for Wheels magazine, The Australian Financial Review, The Bulletin and most recently as features editor of Qantas magazine.

In 2011, Mr. Stahl was named Publishers Australia's journalist of the year.



Michael Stahl will serve as Robb Report Australia's editor in chief

"The timing could not have been better for the launch of an Australian Robb Report," Mr. Stahl said in a statement. "Luxury goods retailing in Australia has taken advantage of our strong economy and tourism appeal.

"The national edition of Robb Report will further drive our market's growing awareness that the true value of a product or service lies in one's emotional engagement with its creation," he said.

Luxury retailing in Australia is projected to be a \$2.4 billion industry by 2019-20, according to a 2015 report by IBISWorld.



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IBISWorld's "Luxury Retailing in Australia" report says the country's relatively stable economy has given its residents more disposable income, leading to more luxury purchases. Due to Australia's favorable market for luxury goods, many brands have aggressively expanded their operations in the region ([see story](#)).

Robb Report Australia's inaugural issue will include a retrospective of the publication's past four decades. At launch,

Robb Report Australia will have a circulation of 25,000.

In 2017, Robb Report plans to launch a New Zealand-specific title as well as an annual Mandarin edition set to drop during the Lunar New Year 2017 celebrations.

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