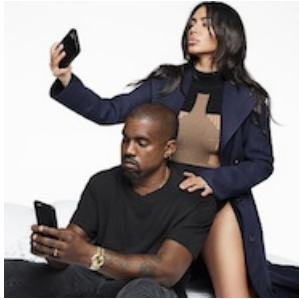


MEDIA/PUBLISHING

## Harper's Bazaar creates pop culture appeal for September issue

August 2, 2016



*Kim Kardashian West and Kanye West photographed by Karl Lagerfeld for Harper's Bazaar*

By STAFF REPORTS

Hearst's Harper's Bazaar is documenting the selfie generation on camera with help from two of its most iconic faces: Kanye West and Kim Kardashian West.

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The 2016 Icons by Carine Roitfeld portfolio for the September issue of the fashion title features the couple on the cover, with a 17-page inside spread featuring the pair running in all 32 international editions of the magazine. Shot by Karl Lagerfeld, this feature marks the first time the Wests have appeared together in a photo shoot since getting married in 2014.

Snap happy

On Harper's Bazaar's cover, the couple is snapped on the moment before a kiss, preserving an intimate pose.

"I decided that my icons this year would be two people I really like and respect," Ms. Roitfeld said in a statement. "Kanye is a genius. Kim is beautiful and shines with confidence. They are artists, great parents, friends and talented people."



*Cover of Harper's Bazaar September 2016 issue*

Inside the spread, the social media-savvy duo is photographed alongside models Natasha Poly, Lara Stone and Lindsey Wixson. The talent lounges on pristine white bedding that seems to have been slept in.

"Kanye West and Kim Kardashian West are a direct reflection of the generation coming of age today; a savvy couple who merge culture and creativity, music, art and fashion," said Stephen Gan, who creative directed the shoot. "This unifying spirit inspired us, and we chose to capture them with the ultimate intimate connection: a kiss.

"We hope these images taken by Karl Lagerfeld in his Paris studio (with his own antique bedsheets as props) and styled by Carine Roitfeld will be seen as a positive and romantic souvenir of our times."

Ms. Kardashian West and her husband are seen with their beloved smartphones, with her taking selfies and him photographing her.

"This is a generation and a group of people who live with the selfies. It's their style," Mr. Lagerfeld said. "I think it's what they do at home. It's an interesting phenomenon of our days."



*Natasha Poly in the Harper's Bazaar shoot*

The September issue will drop on newsstands Aug. 16. Between print and online, the issue will have an audience of 20 million.

For both the print and online versions in the U.S. and U.K. markets, the spread is wrapped by Laura Mercier.

Infor and the Fashion Institute of Technology are working with Harper's Bazaar to find the next generation of design talent through the Infor/FIT Fashion Design Icons Award. Videos from the competition will feature on the Harper's Bazaar Web site.

On Friday, Sept. 9, the global editors of Harper's Bazaar will gather for an exclusive event at the Plaza Hotel in New York to celebrate the issue.

The association with the Wests might help inspire newsstand purchases of the issue, which may be good news for the advertisers in Harper's Bazaar's September issue. This same effect was seen in their first major fashion magazine appearance.

The 286-page April 2014 edition of Vogue created a lot of buzz since it marked the first time that reality star Kim Kardashian had graced the cover. The cover's copy included a hashtag boasting that Ms. Kardashian and her then-fianc rapper Mr. West are the [#WorldsMostTalkedAboutCouple](#), which may have helped luxury marketers get more exposure among younger consumers ([see story](#)).

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