

MEDIA/PUBLISHING

Cond Nast celebrates Swarovski crystals in latest title debut

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Karlie Kloss for Swarovski's Brilliant Inspiration campaign

By STAFF REPORTS

Precision-cut crystal maker Swarovski has teamed with publishing house Cond Nast to relaunch Salt, a glossy print title.

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Salt will be published twice a year by Cond Nast Contract Publishing Division and will be available in English, Mandarin and Japanese editions. Darius Sanai, the editor in chief of Cond Nast Contract Publishing, conceived the title alongside Swarovski as a way for the brand to explore the many facets of its narrative.

Sparkling at the newsstands

The first relaunched issue of Salt will hit newsstands this month, with a second issue set to launch in February.

Swarovski and Cond Nast will distribute the title in the United States, United Kingdom, Europe, China, Japan and Southeast Asian markets. Salt will be available to Swarovski's consumers as well as for purchase at select newsstands.

Issues of Salt will cover fashion, design, jewelry and style inspired by Swarovski. The magazine will also feature Swarovski's international partners and collaborators.

The content is meant to be "edgy, lively, directional and [have a] forward-thinking tone."

"It is a privilege and a pleasure to work with such a prestigious global brand as Swarovski," said Mr. Sanai in a statement. "Our launch issue of Salt is a beautiful, captivating, editorially-driven magazine with a real edge, and we hope we can dazzle readers even more with the spirit and breadth of the Swarovski brand, as interpreted by Conde Nast editors, creatives and writers, in the years to come.

In addition to Mr. Sanai as Salt's editor in chief, Harriet Quick, formerly of British Vogue, the Telegraph and the Guardian will serve as the title's editor and Kate Law, formerly of i-D and British Vogue, signing on as art director.



Swarovski's Salt, published by Cond Nast Contract Publishing

"We are thrilled to relaunch Salt magazine with Cond Nast," said Nadja Swarovski, member of the executive board in a statement. "The bold creativity and editorial direction of the Conde Nast team will invigorate Salt and create an interesting and striking publication.

"We look forward to developing our new partnership and producing a beautiful magazine," she said.

Swarovski's editorial collaboration with Cond Nast comes at a time when the print industry is changing, but the publisher's luxury titles have maintain resiliency and buoyancy despite sector challenges.

Cond Nast's print and digital sales have been propelled by its luxury tiles such as Tatler and Vogue during the first half of 2016.

The publisher's United Kingdom division Aug. 11 announced the Audit Bureau of Circulation (ABC) figures for the half show, which show the growth of eight titles. Cond Nast has invested heavily in digital recently as the print climate evolves; during the first half engagement has increased across platforms, a nod that the publisher is on the right track ([see story](#)).

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