

MEDIA/PUBLISHING

Vogue Arabia launches online first, indicating changing print landscape

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Dolce & Gabbana is a Vogue Arabia advertising partner

By STAFF REPORTS

Media group Cond Nast's Vogue magazine is taking a digital-first strategy as it debuts its first edition in the Middle East.

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Vogue Arabia launched online Oct. 25 with a bilingual platform, in English and Arabic, a historic first for the magazine title. The print version of Vogue Arabia will begin distribution for spring 2017, demonstrating the changing media consumption of today's consumer audience.

Trailblazing in the Middle East

Based in Dubai, Vogue Arabia targets the entire Middle East, an area that is seeing one of the fastest growths in ultra-high-net-worth population.

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



Vogue Arabia banner

"The Arab world has always been a source of enchantment, dreams, mystery and beauty," said Deena Aljuhani Abdulaziz, editor in chief of Vogue Arabia, in a statement. "As we experience a creative renaissance with technology at its core, we aim to raise the bar, providing the region with authentic, bespoke and carefully curated content.

"Vogue is built on heritage and storytelling. So is Arabia," she said.

Key editorial pieces to launch online include a filmed encounter with Lebanese fashion designer Elie Saab, directed by Elisa Sednaoui in Beirut; an interview with Suzy Menkes, International Vogue editor, on Middle Eastern fashion and an exclusive video with model Gigi Hadid.

The advertising positions on Vogue Arabia's online platform have been bought by high-end fashion houses looking to capitalize on Middle Eastern market share. Brands signing on from launch include Chanel, Dior, Saint Laurent, Fendi, Dolce & Gabbana, Burberry and Bulgari, in addition to other relevant participants.

Vogue Arabia's ad space includes display and native activations.

"This is a landmark step in the evolution of the fashion and media landscape in the Middle East and beyond," said Shashi Menon, CEO of Nervora and publisher of Vogue Arabia, in a statement.

"The decision to launch digital-first is a bold, declarative statement we are making on the future of publishing, and consistent with Vogue's long history of reinvention," he said. "We are thrilled that Vogue, the world's foremost authority on fashion, is launching in the region and we look forward to further shaping the regional fashion ecosystem."