

MEDIA/PUBLISHING

Sotheby's revamps regional Miami title with heightened focus on arts, culture

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Julio Le Parc featured on One Life Magazine's cover

By JEN KING

One Sotheby's International Realty is relaunching its lifestyle publication to better reach the world's creative set and those interested in making Miami home.

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Miami has seen a boom in luxury real estate development projects with high-end names such as Aston Martin, Porsche and Karl Lagerfeld lending their names to new-build ventures. The city's attraction, based on climate, high-end shopping and annual yacht and art shows such as Art Basel Miami Beach, has resulted in a hot bed of affluence, style and culture.

"One Life's purpose and mission is to connect with buyers, sellers and clients well after the real estate transaction has closed and create a community in the mecca that is Miami," said Mayi de la Vega, founder/CEO of **One Sotheby's International Realty**, Miami.

"With the new publisher and relaunch, the goal is to indulge its readers in more immersive content that transcends at the flip of a page, appealing to its increasingly global and affluent audience on the subjects that are important to them from art, architecture to design," she said.

Miami reads

Well-versed in all things Miami, One Sotheby's International Realty is an affiliate real estate brokerage of Sotheby's Auction House.

The firm's luxury lifestyle publication One Life Magazine, a glossy editorial title, was originally launched in 2013 with content concentrating on South Florida influencers in addition to features on art, homes, yachts, jets, fashion and entertainment appealing to an affluent audience.

Choosing to relaunch the title, One Sotheby's International Realty has paired with Miami-based publisher Whitehaus Media Group to breath new life into One Life Magazine. With Whitehaus Media Group's involvement, One Life Magazine will be better suited to dial up its coverage of all things luxury.

Run by editor Sarah Harrelson, Whitehaus Media Group is known for its content development geared toward the

world's creative set.

"I am so thrilled to partner with Mayi de la Vega on One Life Magazine," said Ms. Harrelson in a statement. "She has a fabulous brand and I am looking forward to bringing sophisticated and engaging culturally-driven content to One Life's savvy consumers across the country.

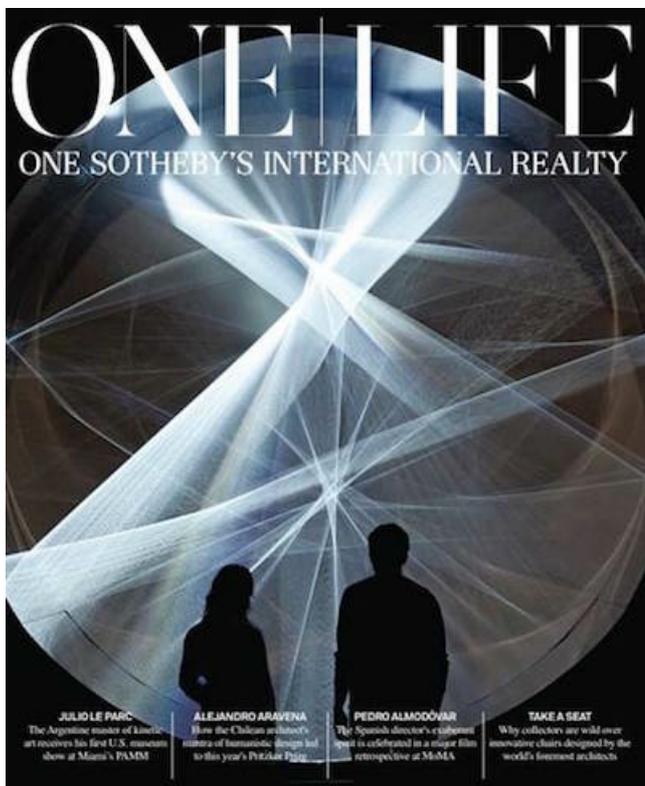
"The new format includes a new logo, the best paper in the business and visually-rich layouts," she said.

One Sotheby's One Life Magazine will be circulated as a bi-annual title. The fundamental revamp of the publication's content will include a focus on immersive content that "transcends at the flip of a page."

Subjects range from luxury living, fashion, travel, gastronomy and a strong development of culture and the arts topics. One Life Magazine's goal of the relaunch is based on Sotheby's brand focus on the arts and culture, especially as Miami has evolved into a cultural mecca.

In regard to One Life Magazine's advertising space, the title includes promotions for its developer partners. The inclusion of the developers helped to align One Life Magazine's vision and how the title speaks to its readers, keeping in mind that they may also be potential real estate buyers.

The inaugural cover post-revamp features the work of Julio Le Parc. Mr. Le Parc is an Argentine-born, Paris-based artist, best known for his work that encourages connection and promotes social change.



Julio Le Parc's art work featured on the cover of One Life Magazine

Connecting content to culture, Mr. Le Parc's art work will be featured in his first United States retrospective at the Perez Art Museum Miami. The retrospective exhibit will open Nov. 18.

Range of approaches

While print still commands the attention of affluent individuals, as an overall brand, Sotheby's has worked to offer consumers a range of immersive options via digital touchpoints.

For example, the brand's international auction house created new spaces for art content to amplify the thriving market.

Sotheby's launched Museum Network on Aug. 29, where it hosts content created by museums and other art institutions from around the world. Sotheby's will also conceive and produce original content for Apple TV, further propelling the brand into consumers' digital spheres ([see story](#)).

Also, Sotheby's International Realty is taking a page from Google Maps and allowing interested buyers a chance to tour properties without leaving their homes.

The real estate firm will be including an option to view listings via 3D and virtual reality capabilities in which users can tap around the screen to tour homes of interest. Viewable on smartphones, VR headsets and desktop sites, the Sotheby's 3D tour user experience resembles Google Maps, making it easy on new users ([see story](#)).

"We want to establish ourselves as the true voice of luxury and our magazine has always allowed us to do this," said Karina Lopez, marketing director at One Sotheby's International Realty. "Partnering with Sarah and the Whitehaus Media Group team has help us elevate our editorial to ensure that we continue to feature the most relevant content out there.

"Art is part of our heritage and we have been able to extend it into everything that we do, including this magazine," she said.

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