

MEDIA/PUBLISHING

Vogue localizes voice for Middle Eastern audience with Arabia title

March 2, 2017



Gigi Hadid photographed for Vogue Arabia

By STAFF REPORTS

After a digital-first launch last fall, Vogue Arabia is arriving in print, allowing the media brand to reach fashion-savvy Middle Easterners.

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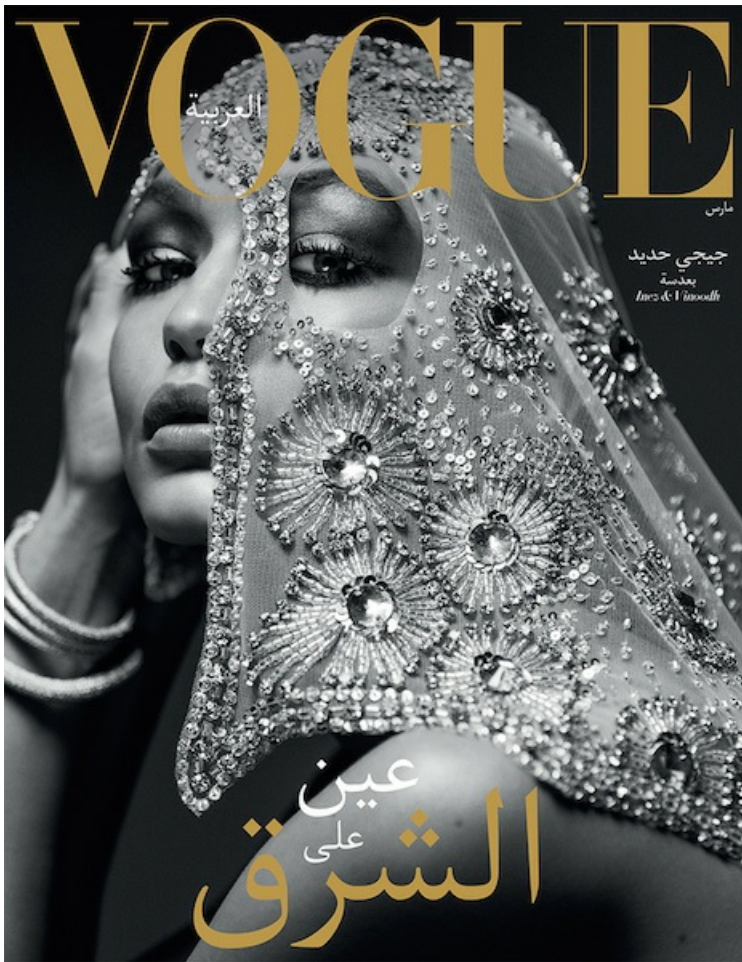
The Cond Nast title published by Middle Eastern firm Nervora will make its newsstand debut on March 5, marking Vogue's 22nd print edition. Targeting an expat audience and Arab women at large, this newest magazine features content created exclusively with this market in mind.

In print

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 launched online Oct. 25 with a bilingual platform in English and Arabic. Reflecting consumers' increasingly digital media habits, the Web site came before the print magazine, a historic first for Cond Nast ([see story](#)).

For its print launch, Vogue Arabia chose to spotlight an It girl with Arab roots. American model Gigi Hadid, whose father is Palestinian, posed for the March cover in photographs by Inez Van Lamsweerde and Vinoodh Matadin.



Vogue Arabia's March cover

"Vogue Arabia is a magazine with the authority and insight needed to capture the creativity of a distinctive, evolving and often misrepresented part of the world," said Deena Aljuhani Abdulaziz, editor-in-chief of Vogue Arabia, in a statement. "The collage of countries across the Arab world are long-deserving of a place in fashion history and there's no better first face to lead the charge for Vogue Arabia than Gigi a model who defines tomorrow's entrepreneurial and dynamic generation."

Like its online partner, Vogue Arabia is printed in English with a section in Arabic. The title, which Vogue says is the first bilingual publication with premium fashion content, will be distributed to countries in the Middle East and North Africa, including members of the GCC, Lebanon, Jordan and Egypt.

Vogue Arabia will also be found in international cities such as New York, Milan, London and Paris.

The inaugural issue combines fashion and lifestyle content, featuring interviews with shoe designer Amina Muaddi and fashion designer Racil Chalhoub as well as a look inside the home of interior designer Maria Ousseini.

This debut also includes a portfolio of Arab imagery from Vogue and new fashion photography from various talents tapped by fashion director Paul Cavaco.

"The launch of Vogue Arabia is probably the most important, and exciting, magazine debut that I've ever been involved with," said Karina Dobrotvorskaya, president of Cond Nast new markets and editorial director, brand development. "From the very beginning we knew that we wanted to address not just a local expat community, but all fashion-savvy Arab women."

"This is why we launched Vogue digitally first in two languages in October 2016," she said. "It's also why we do not just syndicate fashion shoots from different international editions of Vogue, and why we produce the shoots ourselves, specifically for our Arab audience."