

MEDIA/PUBLISHING

Vogue Arabia parts with editor in chief Deena Aljuhani Abdulaziz

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Deena Aljuhani Abdulaziz

By STAFF REPORTS

After just two issues published thus far, Cond Nast International's Vogue Arabia has severed ties with its editor in chief.

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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. For Vogue Arabia, the 22nd Vogue edition produced globally, Cond Nast has partnered with Dubai-based publisher Nervora, which also publishes Style.com/Arabia.

Turnover

At initial launch, Vogue Arabia was headed by Her Highness Deena Aljuhani Abdulaziz, a Saudi princess who has maintained a strong voice in the fashion industry through her Riyadh-based members-only D'NA boutique.

Aside from her understanding and influence of Arab fashion and culture, her time spent in the United Kingdom and United States also gives her a familiarity of Western style.

Her Highness Ms. Deena was selected as Vogue Arabia's editor in chief without prior editorial experience.

Just last week, during Cond Nast International's "Mindful Luxury" conference April 5, Her Highness Ms. Deena spoke about the new era of Vogue and its celebration of Arab womanhood. In addition to Vogue's renowned fashion coverage, the title's launch aims to spread light on a region often undervalued, dismissed and lost in translation ([see story](#)).



Vogue Arabia's March issue featured model Gigi Hadid

Multiple sources have confirmed that Cond Nast International has ended its relationship with Her Highness Ms. Deena after just two issues, the inaugural March edition and April.

The magazine publisher was not able to provide further comment as of press time, but plans to release a statement later on today regarding Her Highness Ms. Deena's replacement at Vogue Arabia.

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