

MEDIA/PUBLISHING

Harper's Bazaar compiles retrospective book for 150th anniversary

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Harper's Bazaar: 150 Years: The Greatest Moments tells of the publication's artistic evolution

By STAFF REPORTS

Hearst-owned fashion title Harper's Bazaar is showcasing the visions of its editors, photographers and stylists dating back to 1867 in a new tome.

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"Harper's Bazaar: 150 Years: The Greatest Moments" recounts notable covers, celebrated photographs and 50 written excerpts such as articles, poems and fiction penned by Harper's Bazaar writers. The 400-page \$65 tome is currently on sale at book sellers and on Amazon.com.

Read all about it

Often regarded as the first fashion magazine in the United States, Harper's Bazaar began in 1857 as a broadsheet geared toward the rising "leisure class."

Since then Harper's Bazaar has been devoted to examining the lives of women and how fashion influences lifestyle.

This year, Harper's Bazaar celebrates its 150th year in print. As part of its celebrations, Glenda Bailey, editor in chief of Harper's Bazaar, has put together a retrospective coffee table tome.

As editor of Harper's Bazaar: 150 Years: The Greatest Moments, Ms. Bailey selected more than 150 photographs and covers and 50 text excerpts from the magazine's archive. The content is organized chronologically to showcase how the publication has evolved.



Marilyn Monroe's photo by Cecil Beaton appears in Harper's Bazaar: 150 Years: The Greatest Moments

Actress and Goop entrepreneur Gwyneth Paltrow penned the book's foreword.

Last year, British Vogue, published by Cond Nast, celebrated its 100th anniversary via video content.

Cond Nast's Vogue Video joined the celebrations surrounding the centenary of British Vogue with a series of commissioned films.

Launched in 2015, Vogue Video content boasts combined viewing figures of more than 32 million and counts an audience of more than 225,000 as subscribers to its award-winning channel. Publishers have tapped into the potential digital content offers, with videos providing a clear pathway for consumer engagement ([see story](#)).

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