

MEDIA/PUBLISHING

Mario Testino guest edits May collector's edition of Vogue India

May 3, 2017

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Kendall Jenner fashion shoot for Vogue India May 2017, photographed by Mario Testino

By STAFF REPORTS

Cond Nast-owned Vogue India is celebrating 10 years in print with a guest-edited May issue.

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Vogue India will celebrate its tenth year this coming fall, but has selected the May issue to design a collector's edition. The May issue of Vogue India has been guest-edited by fashion photographer Mario Testino and features model Kendall Jenner on its cover.

India celebrations

Alongside Ms. Jenner's photoshoot in the Samode Palace outside Jaipur, the issue delves into Bollywood royalty with features on Katrina Kaif and Sushant Singh Rajput.

Mr. Testino photographed six fashion stories for the collector's May issue as well. The editorials mix local talent with international models set during street celebrations in Jaipur and at a palatial wedding ceremony.

A global and local perspective is continued with editorials from New York and Paris.

May's Vogue India also includes a collaboration between Mr. Testino and Indian artists Mithu Sen and Thukral & Tagra.

This issue marks the first time Mr. Testino has shot in India.



Kendall Jenner is featured on the cover of Vogue India, May 2017, photographed by Mario Testino

"Mario Testino is to fashion what Milan is to fashion weeks – simply indispensable," said Priya Tanna, editor of Vogue India, in a statement. "As the editor of a fashion magazine, I've always admired Mario's repertoire.

"To work with him, and share his creative vision was nothing short of spectacular," she said "Seeing India through his lens offers a fresh perspective of the familiar. With more than 100 pages of pure art, this collaboration has been so incredible that the May issue of Vogue India is undoubtedly a collector's appeal.

"Different elements of India have influenced my world – and in turn this issue. It's the people, the art, the colors, the elephants and everything in between," Mr. Testino added.

"I wanted to bring my world truly to this amazing world, by shooting the issue in India," he said. "I wanted it to stay true to the Indian spirit."

Mr. Testino's Vogue India takeover will sell as a limited-edition print to support Girl Rising India, a local charitable organization. The \$465 collector's edition will be limited to 500 copies and will be stamped, hand-numbered and packaged.

The standard edition will hit newsstands May 4.

Consumption in India is set to reach \$4 trillion by 2025, according to a recent Boston Consulting Group report, suggesting that luxury brands may do well to invest more resources in marketing and selling in the market.

Within the next few years, India is set to become the third largest consumer economy in the world. With the lion's share of this growth being pushed by a newly wealthy affluent consumer class, luxury appetites could soar in India by 2025 ([see story](#)).