

MEDIA/PUBLISHING

## Vogue picks Poland for 23rd international title

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*Vionnet campaign featuring Malgosia Bela. Image credit: Next Management*

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By STAFF REPORTS

Cond Nast is responding to an increasing appetite for luxury in Poland with the launch of a new international edition of Vogue.

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Set to launch in 2018, Vogue Poland will be produced as a license of Visteria with a local editor at the helm. With this launch, Vogue will have 23 international titles, allowing the media brand and partner advertisers to reach consumers through content that reflects their culture and language.

Polish publication

Vogue Poland will premiere in print and digitally during the first half of 2018.

Leading the editorial team will be Filip Niedenthal, an editor who most recently worked to launch Esquire Poland. Throughout his career, he has also served as executive editor of Harper's Bazaar Polska and editor in chief of travel publication Podre, with additional experience at local magazines Twj Styl and Viva.

Along with Mr. Niedenthal, Vogue Poland will have the insights of editor at large Malgosia Bela. The Polish model and actress has posed for Vogue covers and has worked within the industry for about two decades, giving her insider knowledge of fashion.



*The Vogue Poland team. From left: Malgosia Bela, Filip Niedenthal and Kasia Kulczyk. Image credit: Cond Nast International*

"It's clear there is a strong demand for a magazine that inspires and empowers Polish women, as well as promoting Polish talent internationally - not only in fashion, but in the arts, film, culture and other fields," said Kasia Kulczyk, chairperson and founder of Visteria.

"I am extremely proud to have been given this opportunity to bring Vogue to Poland," she said. "Always keeping in mind the needs and expectations of our ambitious, career-driven readers, we will offer inspiring content with a reach unparalleled by any other Polish medium."

Vogue's 22nd international edition was Vogue Arabia. Based in Dubai, the magazine targets the entire Middle East, an area that is seeing one of the fastest growths in ultra-high-net-worth population ([see story](#)).

Now, the publisher is looking to Eastern Europe with this Polish title.

"Poland is a thriving market in Eastern Europe, with a growing hunger for luxury," said Jonathan Newhouse, chairman and CEO of Cond Nast International. "It's a natural for Vogue."

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