

MEDIA/PUBLISHING

Modern Luxury speaks to Beverly Hills locals, visitors in new title

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Cover of Modern Luxury BH's debut issue. Image courtesy of Modern Luxury

By STAFF REPORTS

Publisher Modern Luxury is teaming up with the Beverly Hills Chamber of Commerce for a title centered on the affluent city.

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From November, Modern Luxury BH will publish three times a year, with content ranging from local shopping and dining suggestions to coverage of philanthropic efforts and profiles of business leaders. While in close proximity to Los Angeles, Beverly Hills, CA has its own identity, something that Modern Luxury is looking to further position through print.

Covering 90210

While positioned separately from Modern Luxury's nearby titles Angeleno, Luxury Weddings California and Interiors California, the Beverly Hills magazine will share some key staff.

Executive editor Laura Eckstein Jones will extend her role to become editor in chief of the new publication, while group publisher Chris Gialanella and associate publisher Ken St. Pierre, who work across the existing three titles, will serve as Modern Luxury BH's co-publishers.

"Internationally renowned for its quintessential shopping, one-of-a-kind offerings and Hollywood nostalgia, Beverly Hills is one of the most iconic destinations in the world exemplifying the ultimate in unique experiences that discerning audiences crave in today's saturated retail environment," said Mr. St. Pierre in a statement. "We look forward to sharing that excitement in each issue of BH."



Christopher Gialanella, Laura Eckstein Jones and Gerry Bross, co-owner of Hollywood Sierra Kitchens, at the Modern Luxury BH launch party at SLS Beverly Hills

At launch, BH will have a circulation of 50,000. These copies will be available in all Beverly Hills hotels, as well as area spas, retail stores, restaurants, coffee shops and offices.

Reaching out to Modern Luxury's existing audience, the magazine will also be mailed to Angeleno subscribers.

"When discussing the need for a magazine that would reflect the Beverly Hills's brand and our members' interests, Modern Luxury immediately understood our vision and elevated the concept to a level that exceeded our already high expectations," said Charles L. Black III, executive vice president, marketing and strategic development of Hilton & Hyland and member of the Beverly Hills Chamber of Commerce board of directors. "We are proud and honored to partner with Modern Luxury and know that BH will become a staple for the Beverly Hills community."

Among the advertisers at launch for Modern Luxury BH are Harry Winston and SLS Hotels. Following the launch issue, the magazine will run each March, July and November.

Along with the three aforementioned magazines, Modern Luxury also owns Los Angeles Confidential, a publication added to its portfolio after it acquired GreenGale Publishing in April ([see story](#)).

"We are delighted that Modern Luxury has been selected to publish BH," said Michael Dickey, CEO of Modern Luxury. "We hold our Modern Luxury publications to the highest standards and are looking forward to deepening the connections between the residents and visitors of Beverly Hills through a highly curated magazine that features rich and highly relevant content in an editorial product that our readers and clients rely on."

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