

MEDIA/PUBLISHING

Cond Nast taps its extensive archives for decor venture

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Cond Nast-owned Vogue fashion editorial print. Image courtesy of Cond Nast

By STAFF REPORTS

The imagery and cover art of Cond Nast titles such as Vogue and Vanity Fair can now be enjoyed as wall art, home decor and in some cases fashion accessories.

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Cond Nast has partnered with ecommerce marketplace Pixels to transform more than 40,000 iconic images from its stable of magazines into mementos for home. The new venture will allow art collectors and brand enthusiasts around the world to enjoy well-known Cond Nast images outside of traditional print.

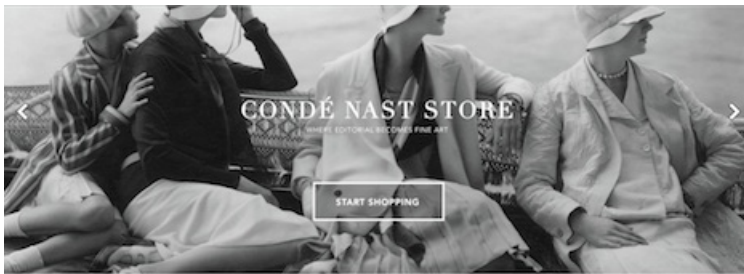
Off the page

Cond Nast's partnership with Pixels will include imagery from Vanity Fair, The New Yorker, Vogue and Architectural Digest, among other magazine titles.

Sold via Pixels' ecommerce site and CondeNastStore.com, consumers can purchase their favorite covers, cartoons and fashion editorials in large-print formats.

For example, Vogue enthusiasts can shop canvas, framed, acrylic and metal prints of the "Fashion Bible's" vintage illustrations, glamorous photoshoots and iconic cover art.

"Cond Nast is known for its rich creative legacy and association with some of the world's most famed photographers and artists," said Cathy Hoffman Glosser, senior vice president of licensing at Cond Nast, in a statement. "This partnership with Pixels allows us to tap into our vast archive of iconic images to offer consumers greater access to the worlds they love, in an elevated environment audiences have come to expect from us."



FEATURED COLLECTIONS



CondéNastStore.com's home page. Image credit: Cond Nast

Pixels provides the back-end technology necessary to run Cond Nast's ecommerce Web site and produces each product on-demand at one of its 14 production facilities. Pixels also handles shipping orders to Cond Nast's consumers.

With Pixels' assistance, Cond Nast has transformed tens of thousands of covers and direct-from-the-page imagery from its titles into a selection of wall art and products.

"We have incredible technology in place which allows companies such as Cond Nast to transform any image into a number of unique products and then sell those product to consumers worldwide without having to deal with overhead, inventory, production or customer service," said Sean Broihier, CEO of Pixels, in a statement.

Similarly, a partnership between Cond Nast and ecommerce retailer Farfetch was recently inked to handle sales of apparel and accessories after the publisher decided to do away with Style.com.

In June, Cond Nast shuttered its Style.com ecommerce platform after less than a year.

The domain, which was previously an editorial site but was rebranded as a shopping destination for Cond Nast's magazines last year, is now getting a third life courtesy of a partnership between the publisher and online retailer Farfetch. This collaboration, which will see the integration of shopping and content, builds on Cond Nast's existing relationship with Farfetch as one of its investors ([see story](#)).

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