

MEDIA/PUBLISHING

## Cond Nast closes Vogue Italia offshoots

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Vogue Bambini cover from April 2017. Image credit: Vogue Bambini

By STAFF REPORTS

Media group Cond Nast Italia is closing down some of Vogue Italia's spinoff titles, prioritizing the stronger publications in its stable.

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According to a report from [Women's Wear Daily](#), Vogue Italia will continue to publish while L'Uomo Vogue, Vogue Bambini, Vogue Sposa and Vogue Gioiello will cease operations. Publishers have been consolidating their umbrellas of magazines as print media faces challenges, allowing them to focus investments on the titles they feel can perform best.

### Ceasing publication

Cond Nast Italia's business saw profits of 3 million euros, or \$3.5 million, in 2016, up from 2.3 million euros the previous year. In addition to Vogue, the publisher is behind Italian editions of GQ, Vanity Fair, Cond Nast Traveller, Architectural Digest and Glamour, as well as La Cucina Italia.

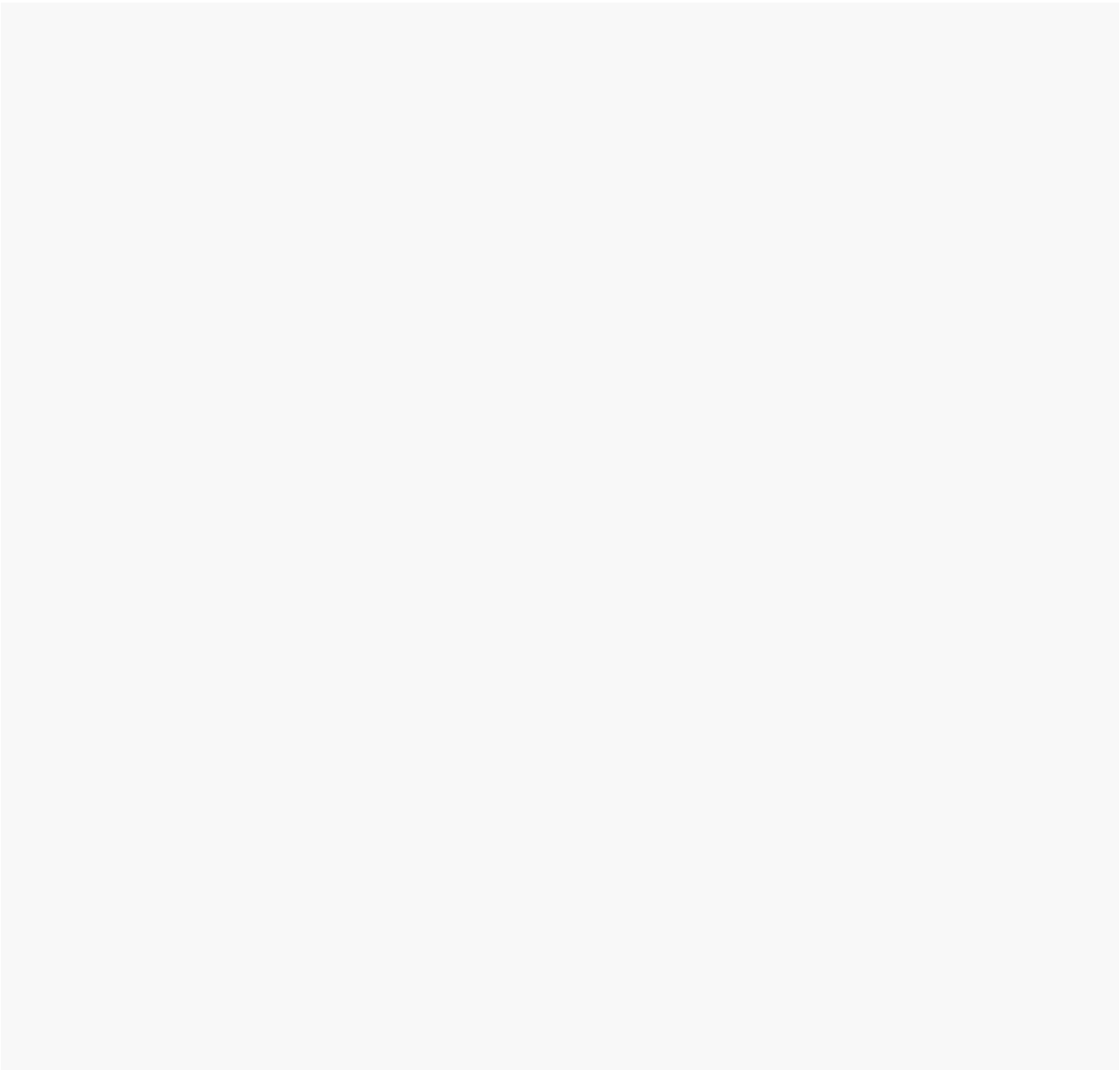
Vogue Italia had a number of sister publications, such as the children-focused Vogue Bambini, Vogue Sposa for weddings, L'Uomo Vogue for men and the jewelry-centric Vogue Gioiello.

Now, Cond Nast Italia is shuttering all but the flagship Vogue title.

Speaking to WWD, Cond Nast Italia CEO Fedele Usai explained that the company's priorities lie in its "top brands" and in investing in digital. "We want to give the best visibility possible to our advertisers through the brands which have the potential, especially digitally, to greatly support their communication," the executive said.

There will be a reduction in staff, but numbers are not known yet.

Vogue Italia is currently in a transition period. In January, Emanuele Farneti was named the magazine's new editor in chief after Franca Sozzani passed away in December.



#CAPITOLOPRIMO THE VOGUE ITALIA A celebration of Fashion New Content \* New Size \* New Story \* New Vision \*  
Launching Globally on July 8th Editor in Chief: Emanuele Farneti @efarneti Creative Director: Giovanni Bianco @gb65  
#thenewvogueitalia

A post shared by Vogue Italia (@vogueitalia) on Jul 6, 2017 at 5:40am PDT

Mr. Farneti moved over to Vogue Italia from Cond Nast's GQ Italy and prior positions at La Gazzetta dello Sport, Sportsweek, Men's Health, Flair, Icon and Architectural Digest. Since Vogue Italia's founding in 1966 by Samuel Irving Newhouse, the publication has only had two editors in chief: Ms. Sozzani and the late Franco Sartori who launched the title ([see story](#)).

As print media faces challenges, other titles have been eliminated, such as Cond Nast's Details, Self and Lucky. Media groups, including Cond Nast, have also restructured their organizations, eliminating staff as roles are consolidated.