

MEDIA/PUBLISHING

Vogue Arabia taps Karl Lagerfeld for inaugural September issue

August 15, 2017



Bella Hadid wears Fendi fall/winter 2017 in Vogue Arabia's September issue. Image courtesy of Vogue Arabia

By STAFF REPORTS

Cond Nast-owned Vogue Arabia's inaugural September edition is the publication's largest issue to date since the Arabic- and English-language title launched in March.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Gracing the September cover is Palestinian-American model Bella Hadid, whose older sister Gigi Hadid was featured on the debut March edition's front cover ([see story](#)). March and September issues are often the largest and most-read editions for fashion titles due to the change of seasons and the release of new collection advertisements.

The best of Arabia

Vogue Arabia's September content includes exclusive interviews with Ms. Hadid and fashion designer Karl Lagerfeld. The issue's two covers, as well as Ms. Hadid's interview, feature imagery taken by Mr. Lagerfeld, who has worked with the model on previous campaigns for Fendi.

Mr. Lagerfeld also sat for a Vogue Arabia interview that discusses his creative process, work ethos and the importance of trusting instinct.

Additional editorial highlights featured in the September issue include a portrait of hijabi street style, a profile on Egyptian actress Amira Khalil and a peak at the twin Yves Saint Laurent museums opening in Paris and Marrakech, Morocco ([see story](#)).

"This issue is just the start of what we have in store for the remainder of 2017 and 2018," said Manuel Arnaut, editor in chief of Vogue Arabia, in a statement. "We have some incredible personalities confirmed and I can't wait to share the covers with our broader audience in the region and abroad."



Bella Hadid was photographed by Karl Lagerfeld for the September 2017 issue. Image courtesy: Vogue Arabia

"We are proud to produce a most than 300-page issue representing the best of Arabia, highlighting regional tastemakers and our most-celebrated fashion designers," he said. "This issue was produced with passion and commitment by a dedicated team ranking as the largest and most highly qualified in the region."

Vogue Arabia is the 22nd edition and is published bilingually in Arabic and English. The title is distributed across MENA countries and has a strong presence in the GCC as well as Lebanon, Jordan and Egypt along with London, Paris, Milan and New York.

"The next 6-12 months will see a major expansion in Vogue's presence in the Middle East," said Shashi Menon, CEO of Nervora and publisher of Vogue Arabia. "Across all platforms – print, digital and flagship events – we have a slate of marquee activations and launches that will build on the unparalleled heritage and global footprint of the Vogue brand.

"We're doubling down on our distinct strategy of publishing more than 90 percent locally commissioned content with dual language content," he said. "We continue to make a bold bet on the future of high-gloss content and native experiences for readers and brands in the region."

Vogue Arabia will celebrate its first anniversary in March 2018.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.