

MEDIA/PUBLISHING

Cond Nast to launch LGBTQ media brand "them"

October 5, 2017



"Them" is the preferred pronoun of some in the LGBTQ community. Image credit: them

By STAFF REPORTS

Media conglomerate Cond Nast's incubator has announced its first project, a next-generation community platform geared toward LGBTQ youth.

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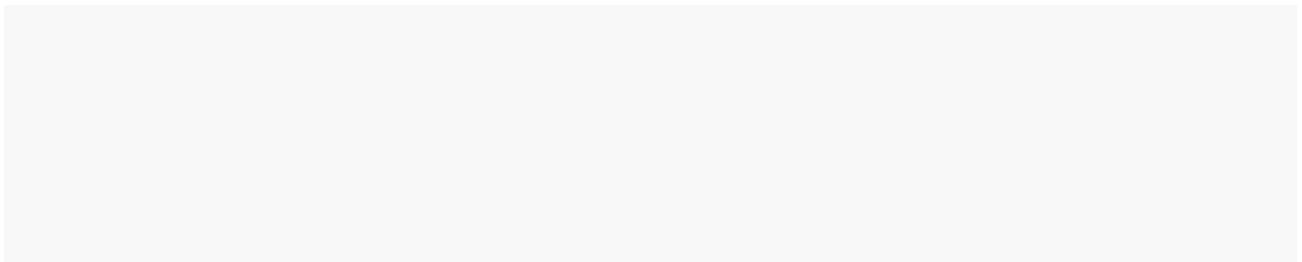
Launching officially Oct. 26, "them" will celebrate the stories, people and voices that are emerging and inspire with topics ranging from pop culture and style to politics and news. All content will be told through the lens of today's LGBTQ community and will be lead by Phillip Picardi, digital editorial director of Teen Vogue and Allure.

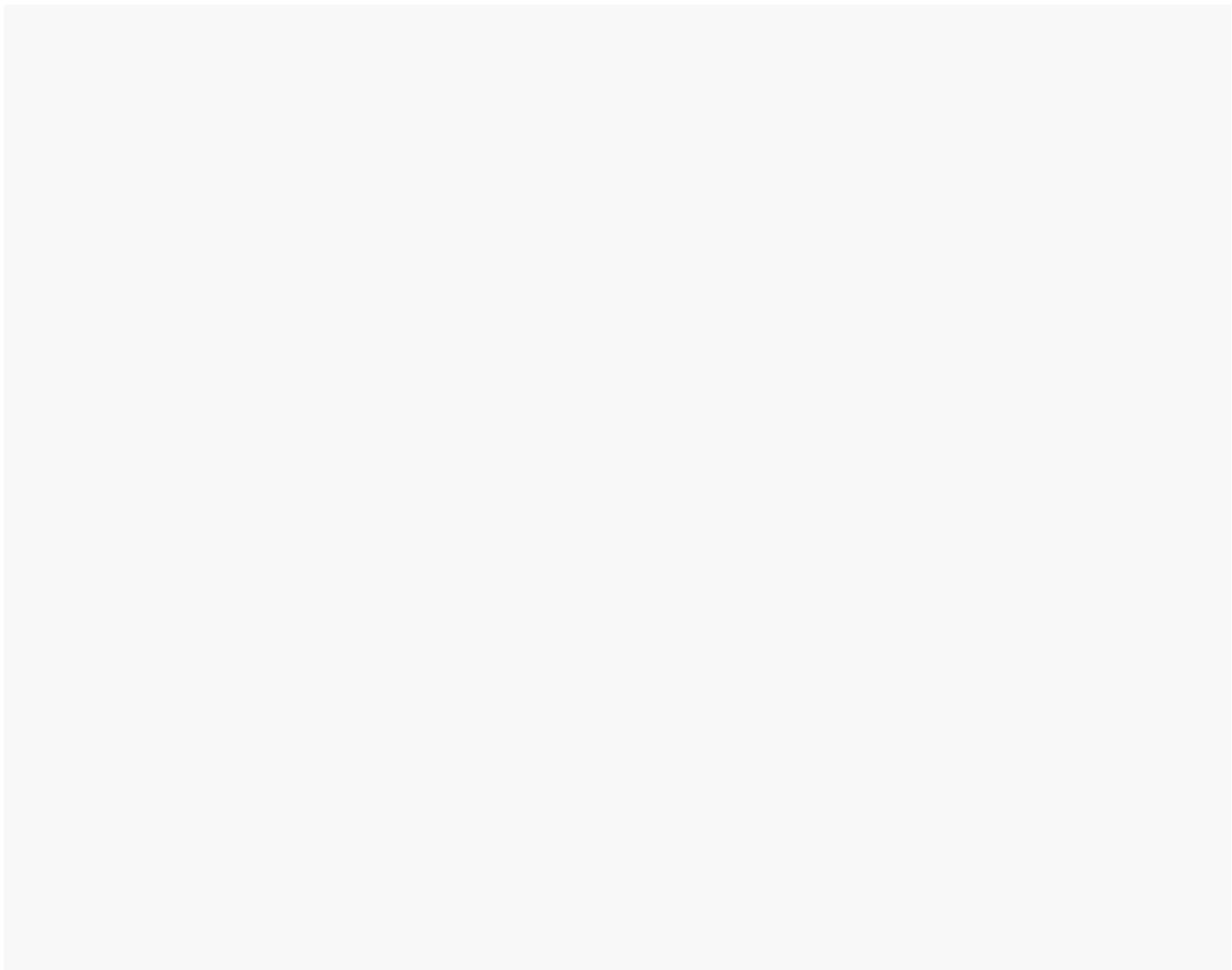
#OneOfThem

When them launches later this month its first advertising partners will include British fashion house Burberry, Google, ride-sharing application Lyft and the Gay & Lesbian Alliance Against Defamation (GLAAD).

"There is a cultural revolution happening that is – as always – spearheaded by young people who believe in fighting for equality, and we want to create a space that's reflective of this moment," said Mr. Picardi, chief content officer of them, in a statement.

"We're excited to showcase the voices and perspectives of people in the community, and prove throughout storytelling that, by celebrating them, we're really celebrating all of us," he said.





Are you one of us? Launching later this month, @them is the digital community our world needs now more than ever. Watch this space for more, and sign up for our newsletter in the meantime. (Link in bio)

A post shared by them. (@them) on Oct 4, 2017 at 3:00am PDT

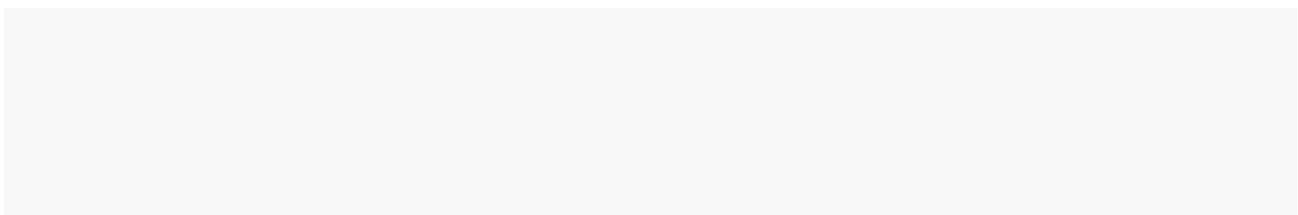
Them's editorial team will also include Meredith Talusan, who recently won the GLAAD Media Award for Outstanding Digital Journalism and agender media personality Tyler Ford, named Dazed magazine's 100 visionary talents shaping youth culture in 2016, will act as associate editor.

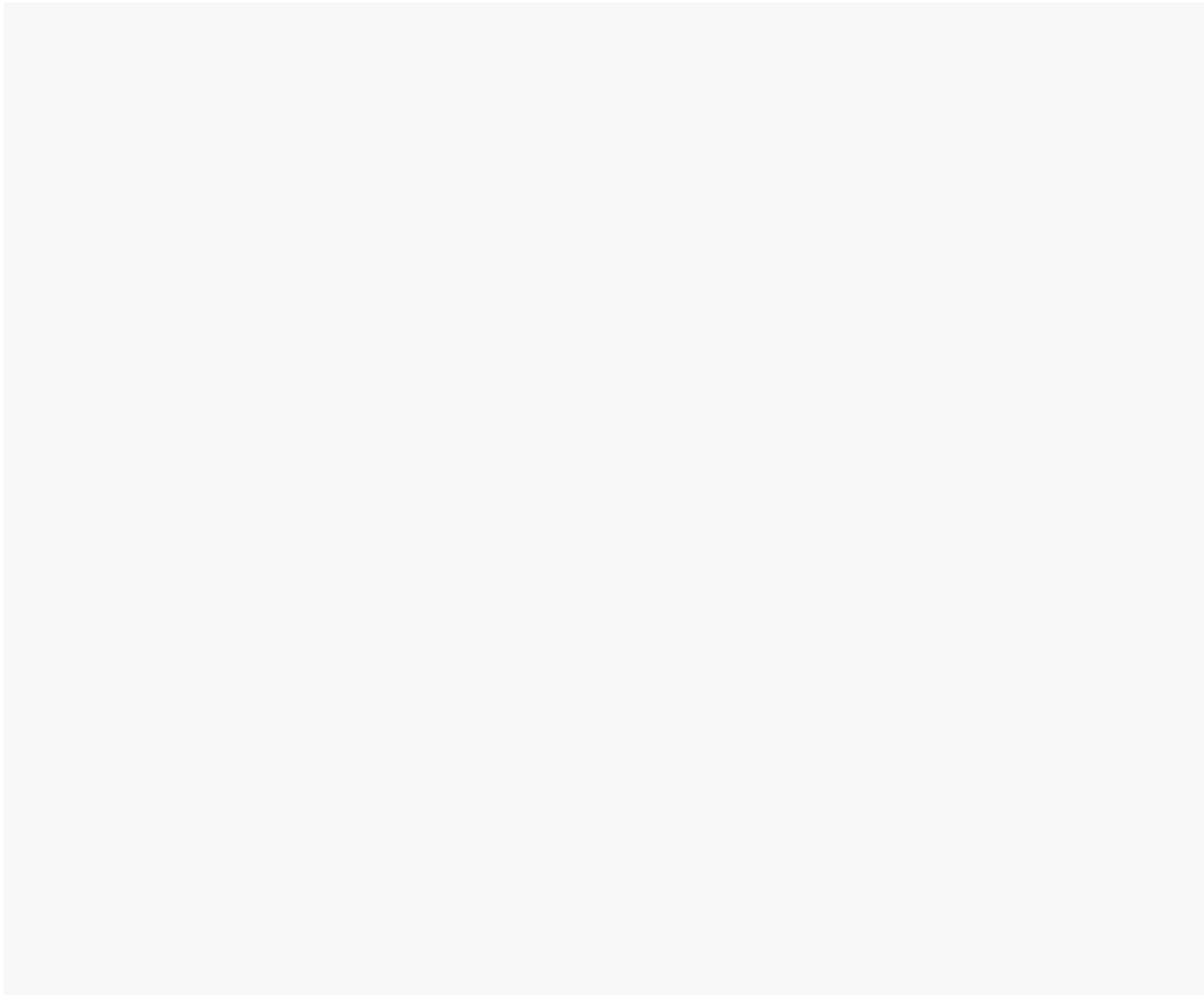
Thus far, Cond Nast has launched them's Facebook and Instagram accounts, as well as its Web site, ahead of its official debut Oct. 26.

On Instagram, them will feature a different member of the LGBTQ community each day leading up to its launch.

The first to be featured is Tyler Ford, who is quoted saying, "As #OneOfThem, I am part of a community where I feel free and encouraged to be exactly who I am, as well as to create space to grow into who I am becoming. I am ever-expanding, looking to those who came before me for guidance and looking toward the future for potential.

"I am excited by the endless possibilities of what our lives can look like, and who we all can be for ourselves and for each other," Ford said.





Each day in the leadup to the official launch of our site, @them will spotlight a different member of the LGBTQ community to show how we are all #oneofthem. Wanna be featured? Submit a selfie using the hashtag and tell us why! You could see yourself in this very spot soon. First up is @tywrent, a writer, speaker, and media personality (and also our Associate Editor) who was just honored by @callenlorde for their outstanding work benefitting trans and nonbinary communities. When asked what it meant to be #oneofthem, Tyler had this to say: "As #oneofthem, I am part of a community where I feel free and encouraged to be exactly who I am, as well as to create space to grow into who I am becoming. I am ever-expanding, looking to those who came before me for guidance and looking toward the future for potential. I am excited by the endless possibilities of what our lives can look like, and who we all can be for ourselves and for each other." @katharinapoblotzki

A post shared by them. (@them) on Oct 5, 2017 at 6:32am PDT

Cond Nast's launch of them was inspired by the influences of Generation Z. Sixty percent of Gen Z consumers support brands that take up causes they believe in and more than half of the demographic identities as queer, making equality a priority.

In three years, Gen Z will represent 40 percent of all consumers in the United States. The group is estimated to have a spending more of more than \$44 billion, according to Gallup; JWT; FBIC and National Retail Foundation.

The incubator program at Cond Nast was introduced with cultural changes in mind and looks into the future to identify, nurture and develop talent and business models within the media conglomerate. Cond Nast's incubator focuses on brand development through the use of data, innovative content strategies and pilot partnerships.

"We've been reimagining out titles and creating new ones to more broadly reflect our culture today, and them is a perfect example of how we're thinking differently about our audiences," said Anna Wintour, editor in chief of Vogue and artistic director of Cond Nast, in a statement.

"Phil has brilliant insight into how people are engaging with each other through the content they read and watch, and he has once again identified important and influential voices and stories to bring to the forefront," she said.

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