

MEDIA/PUBLISHING

## Martina Mondadori Sartogo Woman to Watch 2018

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*Martina Mondadori Sartogo, founder, editor in chief of Cabana magazine*

By STAFF REPORTS

**Martina Mondadori Sartogo**

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Founder/editor in chief of **Cabana magazine**, London

"In a world where most fashion brands develop four collections a year to satisfy a growing global demand, there is very little space left for uniqueness"

What do you most like about your job?

I feel very lucky as I am really passionate about my job and, moreover, I surround myself with interesting people, amongst my contributors.

I have designers, curators, decorators and generally very creative people, which make things very special.

What is the biggest challenge in your job?

Always ensuring that the visual identity of Cabana, which is at the core of the brand, stays intact and at the same time evolves through time.

What is your work priority for 2018?

Growing Cabana's distribution and consolidating the markets we have already established.

What is your proudest achievement in luxury?

Developing a magazine into a lifestyle brand with its own home collections and a visual world that applies to every project we curate, from an exhibition to a dinner to a book.

How do you see luxury evolving in 2018?

Luxury nowadays is about uniqueness. And in a world where most fashion brands develop four collections a year to satisfy a growing global demand, there is very little space left for uniqueness.

Hence, I believe, luxury will become synonymous with craftsmanship and limited-edition collections.

*Please click here to view the full Luxury Women to Watch 2018 list*

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