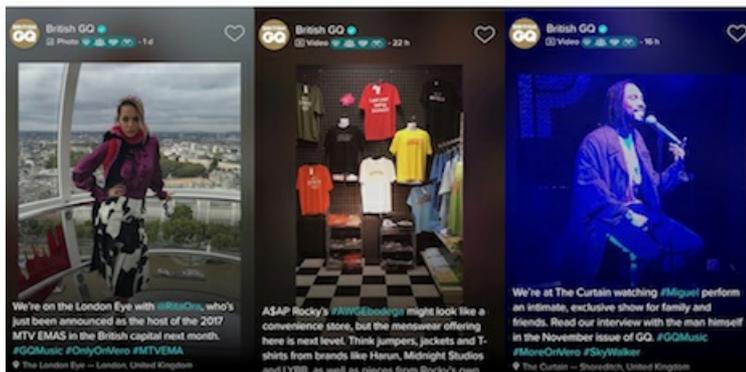


MEDIA/PUBLISHING

British GQ engages around music culture with social content collaboration

October 11, 2017



GQ's Vero feed. Image courtesy of Cond Nast Britain

By STAFF REPORTS

Cond Nast's British GQ has linked with social platform Vero to give its journalism more exposure.

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Through the collaboration, British GQ will create specially commissioned content for Vero's audience, focusing on music and the lifestyle surrounding it. Publishers are increasingly adapting to consumers' digital media consumption habits, turning to a range of platforms to serve up content to new audiences.

Social media

The advertising-free Vero is designed to allow users to more easily share their favorite things. Through an integration with Apple Music, Vero users can listen to songs without leaving the app.

British GQ's channel for Vero, live from Oct. 11, centers on music and the culture around it. For instance, features currently on its profile include a look at A\$AP Rocky's bodega pop-up at Selfridges and a piece on a George Michael documentary.

Editors and writers from British GQ will make recommendations and commentary on music. Tracks currently being endorsed by the editorial team include Beck's "Up All Night" and "On My Mind" by Jorja Smith & Preditah.



Vero lets users share and listen to music within its app. Image credit: Vero

"By creating British GQ content for Vero users, a platform designed to make sharing what we love simpler, a raft of new readers will be exposed to our brand with its reputation for commissioning the highest quality writing and imagery," said Dylan Jones, editor in chief of British GQ, in a statement. "Music has always been a core part of the GQ mix, and this is increasingly important online."

Alongside the creation of its Vero channel, British GQ has also added a new position. Kathleen Johnston will be the publication's social content editor, publishing to Vero as well as GQ's existing platforms.

A current member of GQ's digital staff, Ms. Johnston's publishing experience includes roles at Cond Nast Traveller and Wonderland magazine.

"GQ's focused approach to digital content is very much in line with Vero's core objectives: a more sociable, less disruptive experience for their users," said Vanessa Kingori, publisher of British GQ. "This collaboration gives a wider audience access to the unparalleled GQ editorial."

British GQ previously worked with Vero and Oliver Spencer, allowing consumers to shop directly from the label's runway show in 2016 via its Vero profile.

Social media has become an integral part of the magazine publishing environment, helping titles connect with new audiences.

Cond Nast's Vogue made its fashionably late debut on Snapchat Discover in 2016 with millennial-centric content to usher in new subscribers.

The Snapchat channel aired for the first time on Sept. 6 with a would-you-rather interview featuring reality star Kim Kardashian West and tips from model Miranda Kerr to appeal to the app's millennial fan base ([see story](#)).

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