

MEDIA/PUBLISHING

L'Officiel launches title, commercial hub in US

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L'Officiel USA logo. Image courtesy of L'Officiel USA

By STAFF REPORTS

France's Jalou Media Group is bringing its high-fashion and luxury lifestyle publication L'Officiel to the United States.



Along with the launch of a U.S. print edition, L'Officiel will also be premiering an international digital platform, expanding its take on topics such as couture, travel and art to a more global audience. Beyond bringing the brand to new readers through content, L'Officiel USA will also work on developing the commercial aspect of the title, exploring ways to leverage its more than nine decades of history.

International appeal

L'Officiel USA will publish content that is about 40 percent U.S.-specific and 60 percent international.

The U.S. business' Web and editorial staff will be based in New York. This team of 10-15 will produce the local coverage.

L'Officiel's U.S. Web site will premiere on Nov. 6, with its print debut released in February. Published six times a year, each issue of L'Officiel will retail for \$1.

The marketing and distribution strategy for the title will center on five key U.S. cities. The brand also plans to promote the American edition through events such as fashion weeks and music festivals and art fairs.



L'Officiel's October 2017 cover. Image credit: L'Officiel

L'Officiel USA has named Joseph Akel the title's editor in chief and editorial director. The New York-based Mr. Akel's previous positions include editor of V and VMAN and editor of At Large magazine.

"L'Officiel is a storied publication and it is exciting to think about the ways in which we can translate its perspective while also establishing a new vision for it, not just replicating what is already there," Mr. Akel said in a statement. "I think, in many ways, it is bold to make a move like this to launch a new title but I also think we live in a time when culturesmart, open-minded, creative culture is a necessary antidote to the world around us."

Jalou Media Group currently publishes L'Officiel and L'Officiel Homme in more than 29 countries, including Italy, Germany, Brazil, Mexico, the Middle East and China. These have been published as licensing agreements, joint ventures or wholly owned ventures.

For the U.S. venture, family-owned Jalou Media Group worked with investor Global Emerging Markets (GEM) to bring L'Officiel to the states. This title is the anchor investment of the firm's new media investment strategy.

GEM Group founder and director Chris Brown has been named the chairman of L'Officiel USA's board of directors. Also on the board is Jalou Media Group CEO Benjamin Eymere, who also serves as CEO of L'Officiel USA.

"We have transformed in the past 18 months a 100-year old media company into a digital lifestyle hub," Mr. Eymere said. "We are reaching an audience of millions of people across the world by connecting curated lifestyle content from our presence in 30 international markets by making L'Officiel truly a global platform."

In addition to the New York employees, a Los Angeles office will focus on commercializing the L'Officiel brand, leveraging the existing almost century's worth of archives for television and film.

In addition to this aspect of the business, L'Officiel's U.S. team will also create a syndication network for its content.

Much like L'Officiel, Cond Nast has found ways of leveraging its archives in ways beyond editorial.

The imagery and cover art of Cond Nast titles such as Vogue and Vanity Fair can now be enjoyed as wall art, home decor and in some cases fashion accessories.

Cond Nast has partnered with ecommerce marketplace Pixels to transform more than 40,000 iconic images from its stable of magazines into mementos for home. The new venture will allow art collectors and brand enthusiasts around the world to enjoy well-known Cond Nast images outside of traditional print ([see story](#)).