

MEDIA/PUBLISHING

Vogue, Vice develop content partnership to attract advertisers

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Vogue and Vice are teaming up. Image credit: Vogue, February 2016

By STAFF REPORTS

Cond Nast's Vogue magazine is joining editorial forces with Vice to document the forces shaping culture today.

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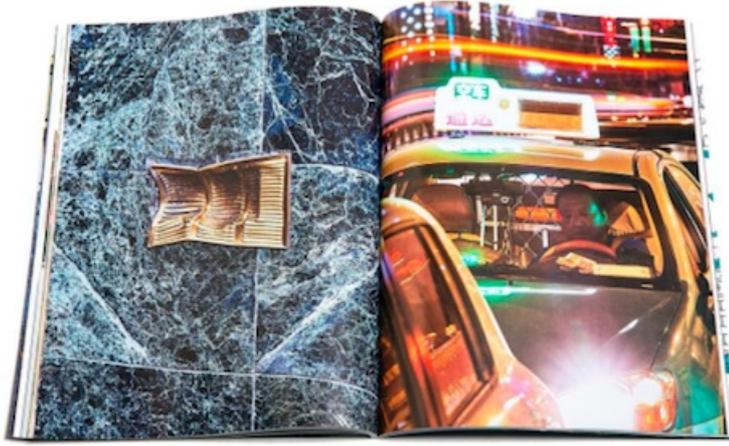
Dubbed Project Vs, the collaboration will see content produced by both Vogue and Vice editors published on a new Web site as well as the media brands' platforms. This first-of-its-kind partnership is kicking off with a pitch to potential advertisers.

Vogue meets Vice

Slated to launch in early 2018, the project will see content run over a 100-day period, with a mix of film, photo and textual storytelling. Each week, the content will center on a different theme, as it uncovers the people, movements and issues that are impacting modern living.

"Vogue and Vice may appear to some to see the world through different lenses," said Anna Wintour, Cond Nast artistic director and editor-in-chief of Vogue, in a statement. "But, in my view, both are fearless and breathtaking, with unquenchable curiosity and vigor.

"This collaboration will benefit from two talented editorial teams working together to produce relevant and exciting stories about the way we live now," she said.



Inside Vice's September 2017 issue. Image credit: Vice, photography by Christian Delfino

The advertising for this project will be overseen by Vogue, with the title's chief business officer Susan Plagemann providing oversight.

Vogue and Vice will be presenting their collaboration at the Omnicom Media Group Final Front on Oct. 19. The event sees media companies pitch their content creation ideas to big brands.

According to [Variety](#), brands expected to be in attendance include Audi, Procter & Gamble and Apple.

While the pair of publications may seem unrelated at first, Vice's parent company Vice Media has a foothold in the fashion industry.

Millennial-focused Vice Media has snagged Havas LuxHub global managing director Tammy Smulders to spearhead its growing fashion group, acquiring with the new hire expertise in dealing with some of the world's leading luxury brands.

As president of Vice's fashion group, Ms. Smulders will oversee worldwide expansion of the company's publications such as style title i-D and arts magazine Garage, as well as its production companies and agencies across continents ([see story](#)).

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