

MEDIA/PUBLISHING

Vogue drinks to readers' health with subscription offer

January 5, 2018



Vogue x Dirty Lemon will be available starting Jan. 8 for a limited time. Image credit: Dirty Lemon

By STAFF REPORTS

Cond Nast-owned Vogue magazine is helping readers with their "new year, new you" efforts by partnering with a health beverage.

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Vogue's partnership with Dirty Lemon, a lemon-based functional beverage, begins on Jan. 8, just as many consumers are likely to fall off the new year resolution bandwagon. The partnership between the fashion title and health drink brand includes branded Vogue x Dirty Lemon bottles and a subscription offer, promotions that may sway consumers to try an unfamiliar magazine or product.

A Vogue-approved elixir

Starting on Jan. 8, consumers will be able to purchase the collaborative Vogue x Dirty Lemon bottles exclusively through the healthy beverage's proprietary SMS platform.

For the collaboration, Dirty Lemon has developed two new formulas to be bottled with the Vogue label. Packaged in either a gold or rose gold bottle wrap, the Vogue x Dirty Lemon drinks are formulated with a blend of ginger and Dirty Lemon's signature lemon elixir.

"We're extremely excited to be partnering with Vogue for this innovative beverage collaboration," said Zak Normandin, CEO of Dirty Lemon, in a statement. "Dirty Lemon exists at the intersection of fashion, food and technology.

"Our brand is inspired everyday by the iconic imagery, lifestyle and influence that embodies the Vogue brand," he said.

The drinks are designed to support the immune system and deliver a potent dose of Vitamin C, which everyone needs following the bomb cyclone weather event that passed over the United States' east coast.



Vogue x Dirty Lemon is available in two formulas. Image credit: Dirty Lemon

When the Vogue collaborative beverages are purchased through Dirty Lemon's SMS platform, consumers will receive free priority shipping for the case of bottles as well as a 1-year subscription to the magazine for \$65.

"With our January focus on wellness, we're excited to launch a limited-edition product with Dirty Lemon, leveraging their innovative distribution method to reach our consumers in new ways," said Negar Mohammadi, director of brand marketing at Vogue, in a statement.

Another recent method used by Vogue to connect with new and existing consumers was with Birchbox, a beauty box subscription service.

As part of its 125th anniversary in print, Vogue magazine creating a limited-edition assortment box with Birchbox.

The edit of beauty products included in the box was inspired by Vogue's work with horticulturists to create and cultivate the Vogue Rose, the magazine's namesake rose. Vogue beauty director Celia Ellenberg hand-selected the "petal-perfect products" included in the box ([see story](#)).

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