

MEDIA/PUBLISHING

T Magazine reveals new look, editorial features following creative overhaul

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T Magazine updated its Web site Feb. 7. Image credit: The New York Times

By STAFF REPORTS

The New York Times' T Magazine is unveiling a digital and print refresh to elevate the newspaper supplement's fashion, luxury and cultural coverage.

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On Feb. 7, T Magazine debuted the new look and feel of its online property, and readers will get to see the print refresh in person on Feb. 18 when the New York Times' Sunday edition is delivered to subscribers. T Magazine's new look is under the director of editor in chief Hanya Yanagihara ([see story](#)) and creative director Patrick Li.

"While we kept many things about the current T intact – the sophisticated, disciplined font vocabulary; the emphasis on negative space; the straightforward and unfussy display – we changed the typography to make it feel more urgent and newsier, which felt tonally appropriate for this cultural moment," Ms. Yanagihara said in a statement.

"We looked at '70s-era newsmagazines, Tibor Kalman's Colors and art posters by Jim Dine for inspiration to create a denser, more kinetic page that alludes to some of The Times' history, as well," she said.

New to T

Under Ms. Yanagihara's direction, T Magazine readers will find elevated writing, intimate profiles, stunning photography and diverse voices that define the cultural moments of today.

The overhauled T Magazine's editorial coverage will take a more global lens to reveal to readers' interesting stories from around the world. Overall, T Magazine will have a more expansive approach to subjects related to fashion, luxury and culture.

"T's redesign reflects the urgency of Hanya's magazine," said Mr. Li. "The new custom typography and expansive layouts will allow for a more empathetic visual language that is less templated and more elegantly experimental."

T Magazine will now include a front-of-the-book section titled "T Introduces," where the magazine will showcase people, places, things or ideas. Selected by T editors, subjects included in the section will be forces of cultural change.



Artist Judy Chicago is featured on the Feb. 18, 2018 cover of T Magazine. Image credit: The New York Times

The supplement has also added new features and columns such as "Other Rooms," to spotlight spaces and "Page 76" where an artist will interpret on what is found on that page number of newly published books.

Within "Material Craft," T Magazine will highlight a single craft and explore how its being adapted, rethought and remade for the 21st century. The magazine's "Rediscoveries" will take an in-depth look at something in culture that may have been overlooked.

The Feb. 18 issue of T Magazine also introduces three new contributing fashion editors: Suzanne Koller, Alastair McKimm and Jay Massacret. Ms. Koller and Mr. McKimm both contributed articles to the new issue.

T's redesign has maintained popular sections such as "Tell T a Joke," "Make T Something" and "Read T a Poem."

The magazine's cover story features artist Judy Chicago, who is the subject of upcoming solo gallery and museum shows in the next 18 months.

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