

MEDIA/PUBLISHING

Vogue debuts Polish edition on print, digital

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Inside *Vogue Poland*. Image courtesy of Cond Nast

By STAFF REPORTS

Cond Nast's *Vogue* is responding to the Polish appetite for luxury goods and fashion with the launch of its latest title.

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Marking the brand's 23rd international edition, *Vogue Poland* is debuting on Feb. 14 with a print magazine, digital platform and social media accounts, capturing its audience across channels. Recently, the magazine brand has been expanding its global presence, bringing its take on fashion and culture to more markets.

"Whenever I tell people that we are about to launch *Vogue Poland*, I am asked the same question: Is there no Polish *Vogue* already?" said Karina Dobrotvorskaya, president of Cond Nast international new markets and editorial director of brand development, in a statement.

"Indeed, Poland, with its economic stability and great appetite for luxury goods, seems a very natural fit for *Vogue*," she said. "It is a long-anticipated brand there, the Polish audience is definitely ready for it.

"We are extremely excited about this addition to the *Vogue* family and about the passionate, creative, young Polish team behind it. *Vogue Poland* is a big step forward for Cond Nast's ongoing expansion into Eastern Europe."

Pushing into Poland

To mark its debut, the publication picked Polish supermodels Anja Rubik and Malgosia Bela as its first cover stars. Lensed by photographer Juergen Teller, the March 2018 cover captures the pair of models outside of Warsaw's Palace of Culture and Science.

Within the issue, Mr. Teller also shot a series of portraits of Polish individuals in the arts, culture and politics. Including among his subjects are Lech Waesa, a Noble Prize winner and Solidarity Movement leader, and film director Pawe Pawlikowski.



Cover of *Vogue Poland's* March 2018 edition. Image courtesy of Cond Nast

Also featured in the first issue are Polish fashion designers. *Vogue Poland* will also highlight both local and international contributors in each edition.

Among the editorial staff are deputy editor Joanna Lorynowicz and art director ukasz Aksamit. Daniela Agnelli, who was previous the fashion director of *Vogue Arabia* and *The Sunday Telegraph* magazine, will take on the same role for *Vogue Poland*.

Ms. Bela will serve as an editor-at-large, which will include serving as an ambassador for the media brand.

In addition to the print edition, *Vogue Poland's* online platform vogue.pl will be updated daily with news.

"*Vogue's* arrival in Poland brings with it authority and insight, qualities which will quickly establish it as the luxury market leader," Filip Niedenthal, editor-in-chief of *Vogue Poland*. "We are pleased to be able to offer unique content to fulfill the needs of our local readers."

Vogue Poland is being produced through a licensing deal with media venture Visteria.

Beyond Poland, the media brand has been moving into other markets recently.

For decades *Vogue Arabia* was just a whisper, but the Conde Nast-owned publication's recent launch plans to redefine what it means to be a discerning Arab woman.

During Conde Nast International's "Mindful Luxury" conference April 5, *Vogue Arabia's* then editor in chief spoke about the new era of *Vogue* and its celebration of Arab womanhood. In addition to *Vogue's* renowned fashion coverage, the title's launch aims to spread light on a region often undervalued, dismissed and lost in translation ([see story](#)).