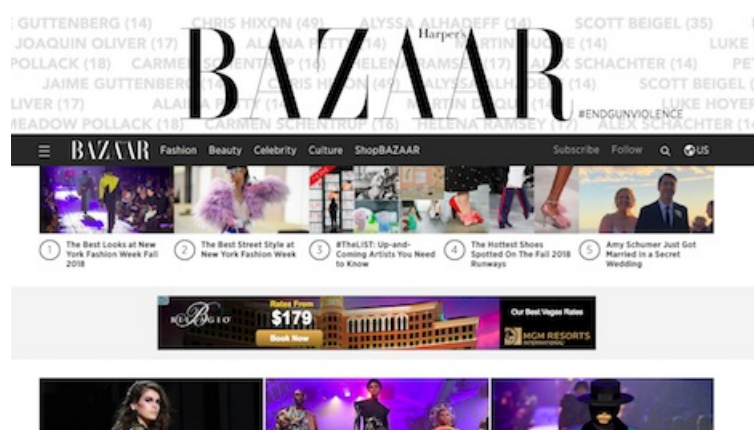


MEDIA/PUBLISHING

## Harper's Bazaar reinforces cutting-edge content with new hire

February 16, 2018



*Harper's Bazaar strengthens its content.*

By STAFF REPORTS

Hearst-owned *Harper's Bazaar* is gaining a new editor at large who was previously at The New York Times' style magazine *T*.

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Deborah Needleman ended her four-year tenure at *T* in late 2016, but her next moves were not made public at the time ([see story](#)). While maintaining her new role managing story ideas for *Harper's Bazaar*, Ms. Needleman will also be giving support to *T* with a new weekly column in the magazine.

### New hire

Reporting directly to editor in chief Glenda Bailey, in her new role Ms. Needleman will be responsible for contributing content that resonates with readers.

In statement, Ms. Bailey said, "I'm a huge fan of Deborah's work. She has a keen eye for content that resonates."

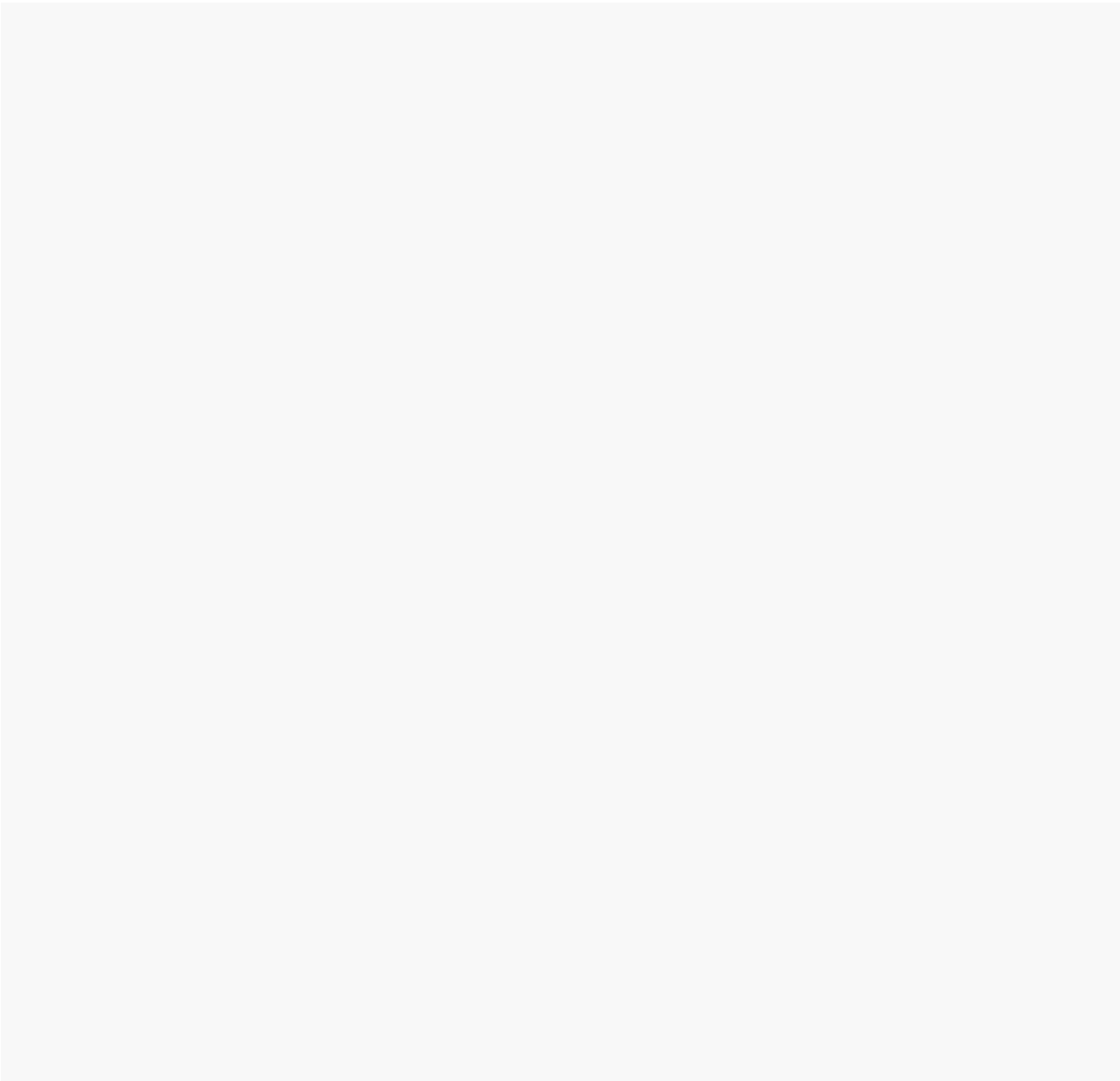
The editor in chief revealed the magazine's new hire to her staff on Feb. 15.

While Ms. Needleman will become a full time part of *Harper's Bazaar*, she will also be writing a column for *T* entitled "Material Culture." Her first column went live the same day as the announcement of her new position.

The column will focus on a new form of work or craft each week and "the culture surrounding it," says Women's Wear Daily.

Ms. Needleman got her start as a photo editor at *WSJ*, and became *T*'s editor in 2012. In 2016 she left to take some time off.

Now she joins *Harper's Bazaar* to start a new journey during the end of New York Fashion Week.



#NYFW is over! Tap the link in bio to see all of our favorite street style moments. by @nyavgjoe

A post shared by Harper's BAZAAR (@harpersbazaarus) on Feb 15, 2018 at 5:47am PST

The new hire comes after the publication reintroduced consumers to its ecommerce venture ShopBazaar by increasing the site's interactive content, as editorial brands look to capitalize more on purchasing.

Harper's Bazaar first launched ShopBazaar in 2012 to allow Harper's Bazaar readers the ability to effortlessly go from discovery point to purchase for a fully immersive experience. The site has now been reimagined to offer highly edited content and a new look and feel that better reflects Harper's Bazaar's design aesthetic ([see more](#)).

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