

MEDIA/PUBLISHING

## Vogue anticipates growing fashion markets with new edition

February 28, 2018



*Vogue's March issue in the U.S. Image credit: Vogue*

By STAFF REPORTS

Media group Cond Nast International is advancing its iconic fashion brand into a new region whose appetite for style creates a stable environment.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Vogue will soon enter the The Czech Republic and Slovakia markets, where a luxury media presence is largely absent, says the publication. The regions will see a print edition published in the Czech language complemented by an online and events presence.

### New market

The Czech and Slovakian edition of Vogue will debut this August, named Vogue Czech Republic and Slovakia.

While other style-related magazines such as Harper's Bazaar and Elle have had a presence in these regions since the 1990s, Vogue believes its authority and prestige in fashion will help it succeed.

The debut September issue will be the publication's first entrance into the territory, bringing Vogue's numbers up to 24 editions.

Since Prague has grown as a high-end shopping district and it launched its own fashion week, starting in 2010, the region has become a major fashion market.

The Business of Fashion has reported that the footwear and apparel in the region is expected to hit \$3 billion by 2020 with the number of high-net-worth individuals continually on the rise. Shopping habits in this area are also starting to mimic those of European and Western markets, which makes it a prime location for Vogue to establish itself in.

Cofounders Michaela Seewald and Fabrice Biundo, director and CEO, respectively, of V24 Media will be the strategic leaders spearheading Vogue's beginning in Czech Republic and Slovakia.



*V24 cofounders Michaela Seewald and Fabrice Biundo*

The news of the 24th title comes after Cond Nast responded to an increasing appetite for luxury in Poland with the launch of a new international edition of Vogue.

Launched earlier this month for a March edition, Vogue Poland is produced as a license of Visteria with a local editor at the helm. With this launch, Vogue is allowing the media brand and partner advertisers to reach consumers through content that reflects their culture and language.

"I am thrilled to announce the upcoming launch of Vogue Czech Republic and Slovakia, which comes right after the successful launch of Vogue Poland," said Karina Dobrotvorskaya, president and editorial director, brand development at Cond Nast International, in a statement. "It is exciting to see the rise of fashion in Eastern Europe. The arrival of Vogue is a sign that the area is ready to fully embrace and reflect the world of high fashion.

"Czech and Slovakian women have perfect taste and an appetite for luxury goods, both local and international," she said. "I am confident that the young, dynamic team will deliver an interesting Vogue with its own unique vision of this lavish and fascinating culture."