

MEDIA/PUBLISHING

GQ's growth expands to the Middle East

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GQ expands into the Middle East. Image credit: Cond Nast.

By STAFF REPORT'S

As menswear sees significant growth all over the world, Cond Nast is supporting a worldwide presence for GQ with a version in the Middle East.

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GQ Middle East, published under a license agreement with ITP Media Group, will be launching as a monthly bilingual magazine along with social media support and its Man of the Year segment. Content will leverage local stories and culture, while digital platforms will focus on video.

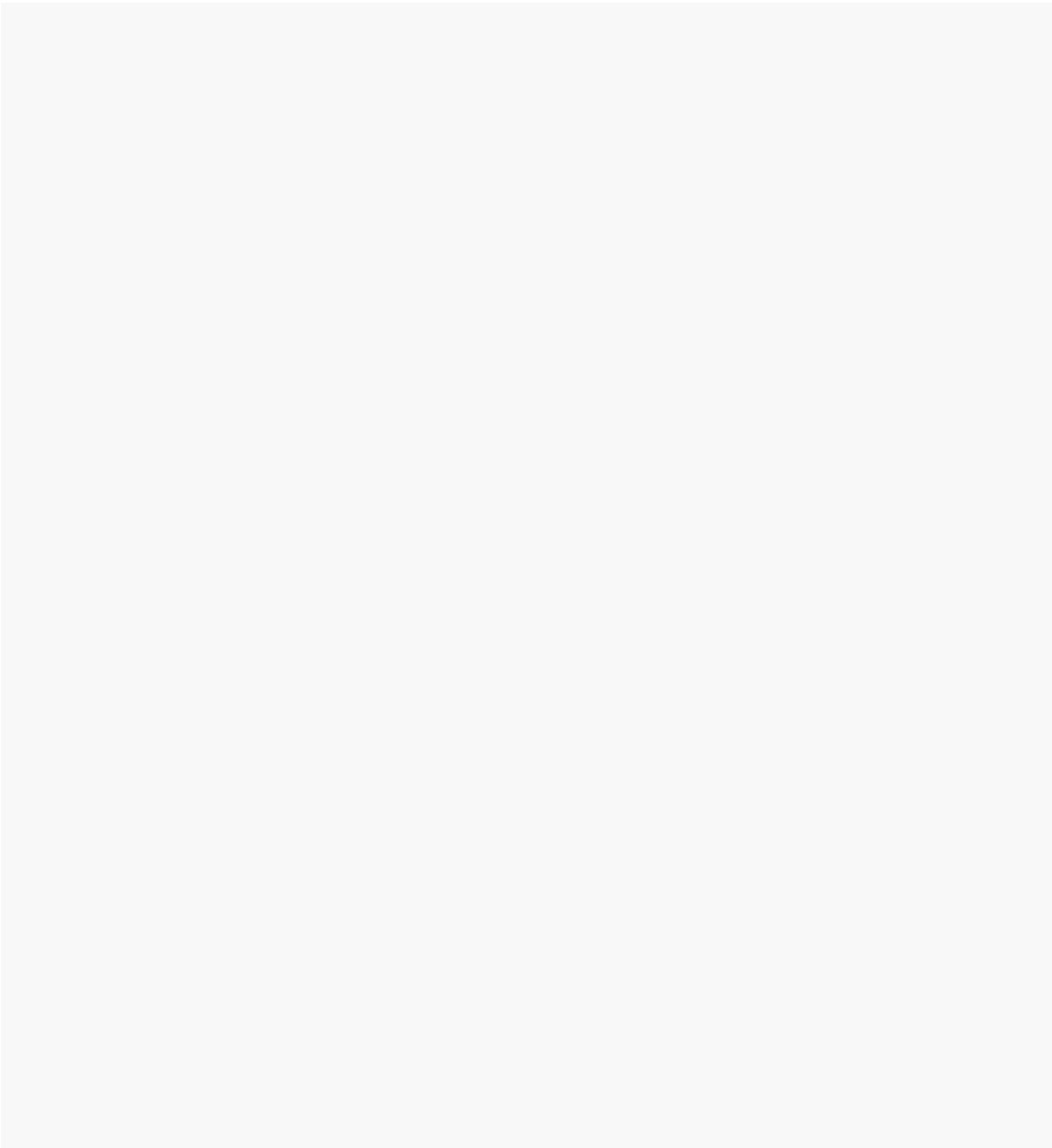
"The Arabian men's fashion market is very dynamic," said Karina Dobrotvorskaya, president of Cond Nast new markets and editorial director of brand development, in a statement. "We see a growing appetite for luxury products and a real appreciation of craftsmanship, with huge respect for both heritage and contemporary brands.

"We believe that ITP Media Group has the experience, vision and enthusiasm to deliver GQ Middle East with its own unique voice across all platforms," she said.

Menswear growth

With a market size of \$570 billion and annual revenues of \$333.4 billion, the menswear category is expected to grow at a constant rate of 2-3 percent a year, according to a report by Fashionbi.

As size and revenues for the market has increased, so has consumer spending, with menswear seeing an 18 percent jump in purchases over the last five years. While far from a new market segment, menswear has seen a type of resurgence as men of all demographics have begun to embrace style and trends ([see more](#)).



Cardi B (@iamcardib) talked to GQ about butt injections, meeting Beyonc, and her encyclopedic knowledge of U.S. presidents. Link in bio. (@christianweberstudio) #cardib #invasionofprivacy

A post shared by GQ (@gq) on Apr 9, 2018 at 6:52am PDT

Cond Nast has stated that the magazine will be targeted to men aged 28 to 45.

The Middle East segment will be GQ's 21st edition.

"We are pleased to announce the launch of GQ Middle East our third brand with our partners, Cond Nast International," said Ali Akawi, CEO of ITP Media Group. "GQ is without doubt the most recognizable men's media brand in the world, and our Middle East version will distinguish itself with quality writers and photographers, exclusive interviews, video production and in-depth analysis and commentary.

"GQ Middle East will not just report on the latest trends but its editorial team, with proven knowledge of the region, will actually set them."

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