

MEDIA/PUBLISHING

Top 10 media and publishing efforts of H1 2018

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Vogue Portugal's covers have become much cleaner. Image credit: Vogue Portugal

By DANNY PARISI

The media and publishing sector of the luxury business is going through a transitional period at the moment.

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As print advertising slips and digital media undergoes radical transformations, media brands and publishers are looking for ways to bridge the gap. The ones that have come out on top in the first half of 2018 did so through innovative campaigns and embracing the future.

Here are the top 10 media and publishing efforts of the first half of 2018, in alphabetical order:



British automaker Bentley Motors revitalized its print magazine with new leadership and an eye on making the publication more appealing to prospective and existing clients.

The quarterly *Bentley* magazine is published around the world as a way of fostering a global Bentley community. Bentley brought in new leadership to create a magazine that can also be enjoyed by those who have not yet bought a Bentley, but may have plans to do so in the future ([see story](#)).



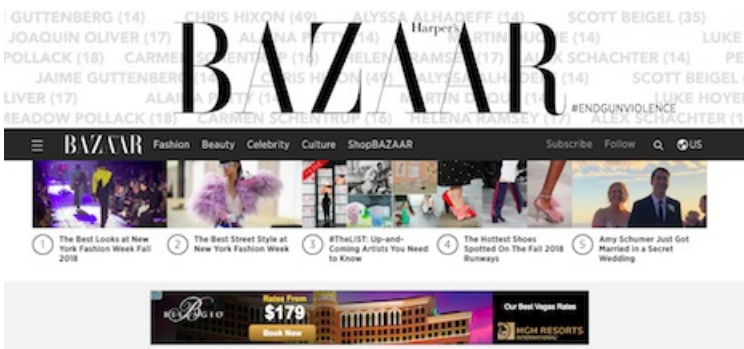
Print magazine *Departures* got a hefty new redesign for its March/April issue courtesy of new editor in chief Jeffries Blackerby.

Departures' new look features more white space, a cleaner format and a refinement of the different sections of the magazine. The move came just after *Departures'* parent company Time, Inc. was purchased by Meredith ([see story](#)).



Italian fashion label Gucci teamed with Cond Nast men's magazine *British GQ* to highlight the stories of creative individuals.

The second installment of their collaborative series "The Performers" follows five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).



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

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



Newsweek bet big on branded content as it debuted a fashion and lifestyle vertical aimed at millennials.

Notably, the vertical is not supported by advertising in the traditional model but will instead be supported entirely with branded content sold directly to luxury marketers. Ndelible has already secured partnerships with influencers, celebrities and luxury brands such as Tag Heuer ([see story](#)).



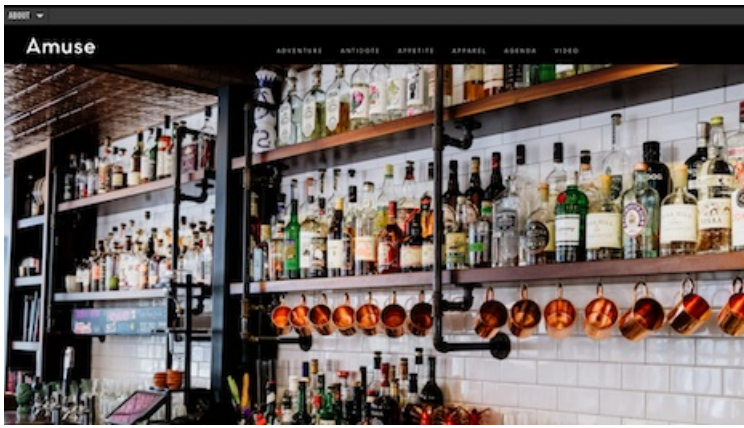
Lifestyle magazine *Robb Report* named Paul Croughton its new editor in chief.

Mr. Croughton was most recently the editor of the British edition of *Robb Report*, where he oversaw the international title's launch. At the U.S. publication, the editor will lead *Robb Report's* print and digital operations, drawing from his more than 20 years of media experience ([see story](#)).



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

On Feb. 7, T Magazine debuted the new look and feel of its online property, and readers got 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 and creative director Patrick Li ([see story](#)).



Amuse, a digital lifestyle title born three years ago from Vice, cut the umbilical cord to create a new independent luxury identity that sufficiently piqued the interest of leather goods and fashion giant Herms as its charter advertiser.

The spinoff at amuse.co was the result of a realization that Amuse's affluent young audience of explorers sought an adventurous life with unique experiences. The mix of articles, images and films will include writing and editing by Amuse executive editor Michael Polsinelli, editor at large David de Rothschild and writer Tristan Kennedy ([see story](#)).

After a major redesign, *Vogue Portugal* has reinvented itself as a publication dedicated to celebrating what is unique about the Portuguese luxury scene while maintaining the DNA that makes it part of the *Vogue* family.

Speaking at the Cond Nast International Luxury Conference on April 18, *Vogue Portugal*'s editor in chief spoke about how the magazine is looking to differentiate itself as well as the ways in which it wants to remain true to the global *Vogue* brand. This balancing act is difficult, but is necessary to do the Portuguese luxury world justice ([see story](#)).



Fashion designer Ralph Lauren teamed up with fashion publication *Women's Wear Daily* for a book looking back at 50 years of his eponymous label's fashion empire.

Titled "Fifty Years of Ralph Lauren," the book includes features and interviews focusing on the massive influence the man has had on U.S. fashion over the last half century. The 192-page book features never-before-seen archival photos from the history of both Ralph Lauren the man and Ralph Lauren the brand ([see story](#)).