

MEDIA/PUBLISHING

Vogue responds to growing Greek fashion business with upcoming edition

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Vogue is coming to Greece. Image credit: Condé Nast.

By STAFF REPORTS

Condé Nast's *Vogue* magazine is bringing its media brand to Greece as the country's luxury market grows amid an economic recovery.

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Vogue Greece will launch in 2019 under a licensing agreement with Kathimerines Ekdoseis SA. This marks *Vogue's* 25th international edition, joining recently created titles in the Middle East and Poland.

Going to Greece

Vogue Greece will span print, online and social media, as it looks to build a community of readers who enjoy topics such as fashion, culture and travel.

Leading the publication will be publisher Natassa Bouterakou and editor in chief Thaleia Karafyllidou. At 29, the editor is the youngest to helm a *Vogue* title.

Ms. Karafyllidou's resume includes work in senior marketing and communications roles.

"I want to establish the new *Vogue Greece* as a title that empowers and celebrates all people, raises its authoritative voice to important issues and promotes the astonishing work of Greek designers and talents globally," Ms. Karafyllidou said in a statement.



Thaleia Karafyllidou, editor of Vogue Greece. Image courtesy of Condé Nast International

Vogue Greece has also hired Nicolas Georgiou as creative and fashion director. The Central Saint Martins graduate has worked for publications including *L'Officiel* and *Votre Beauté*, and founded the men's magazine *Dapper Dan* in 2009.

Additionally, Giorgos Tsiros has been named managing editor, Elis Kiss will be fashion features editor and Dionisis Andrianopoulos has been appointed art director

"We are delighted to welcome Greece back into the Vogue family," said Karina Dobrotvorskaya executive director of editorial development at Condé Nast International, in a statement.

"The new *Vogue* will be the ultimate fashion brand for a new Greece," she said. "A *Vogue* for a new fashion and digitally-savvy generation, a *Vogue* for vibrant and creative fashion scene.

"We have no doubt that this fresh, talented and passionate team will deliver another great iconic *Vogue* which will put Greece on the international fashion map – as *Vogue* always does."

Condé Nast International recently advanced its iconic fashion brand into a new region whose appetite for style creates a stable environment.

In August, *Vogue* entered 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 ([see story](#)).