

MEDIA/PUBLISHING

## GQ Middle East aims to satisfy region's "appetite for luxury"

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*GQ Middle East is launching its first issue. Image courtesy of Cond Nast International*

By STAFF REPORTS

Cond Nast's *GQ* brand is bringing its take on fashion to the Arabian Gulf with the premiere issue of its Middle East edition.

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*GQ Middle East*, hitting newsstands on Oct. 4 alongside a new Web site, is a bilingual publication aimed at the regional audience. This marks *GQ*'s 21<sup>st</sup> international title around the globe, allowing the brand to expand its influence among fashion-forward men.

### Middle East media

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.

*GQ Middle East*, published under a license agreement with ITP Media Group, will be launching as a monthly 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 ([see story](#)).

The magazine's first issue features Egyptian-American actor Rami Malek on the cover. Mr. Malek won an Emmy for his role in the television series "Mr. Robot," and will also star as Freddie Mercury in an upcoming "Bohemian Rhapsody" biopic about Queen.



Cover of *GQ Middle East's* inaugural issue. Image courtesy of Cond Nast International

Along with the cover profile, other original content includes a fashion spread featuring Saudi Arabian film producer Mohammed Al Turki and a photo essay about 1960s Afghanistan.

At the helm of *GQ Middle East* is editor Adam Baidawi, who was born in Abu Dhabi. He is the youngest editor-in-chief to head a *GQ* publication, at age 28.

"Our vision for this *GQ* is to bring the world to the Middle East and the Middle East to the world," said Mr. Baidawi in a statement. "We're exploring this region with fresh eyes to both inspire and reflect our reader: the modern, accomplished man.

"The multimedia content created for *GQ Middle East* reflects the region itself: smart, stylish, challenging, familiar and always, always evolving," he said.

*GQ Middle East* will be sold in Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, Oman and Lebanon.

Heralding the debut, *GQ Middle East* will be hosting a series of events over 12 weeks. These experiential affairs will invite guests to explore categories that *GQ* covers, such as watches, fine dining and culture.

On Oct. 17, the magazine will stage a launch event that will include a dinner on a private island near Dubai.

"Cond Nast International is thrilled about the launch of a new *GQ*," said Karina Dobrotvorskaya, executive director of editorial development at Cond Nast International, in a statement. "As one of our leading brands, *GQ* helps define the role of a modern man in a fast-changing world.

"The Middle East is an incredibly dynamic and vibrant region, full of passion, curiosity and an appetite for fashion and luxury, but also full of different lifestyle standards," she said. "*GQ Middle East* will combine international fashion and publishing expertise with the local tastes and aspirations."