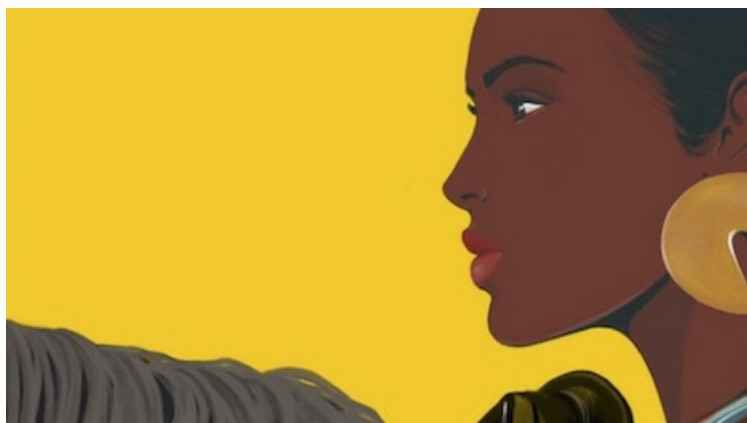


MEDIA/PUBLISHING

Robb Report ponders meaningful pursuits in October Muse

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Cover of *Muse's* October 2018 issue. Image courtesy of Robb Report

By SARAH JONES

Patek Philippe, Harry Winston and Lamborghini were among the advertisers making an appearance in the second edition of lifestyle magazine *Robb Report's* female-focused *Muse* title.

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Following its debut issue in April, *Muse's* October book turned its attention to purpose, exploring experiences, investments and more that achieve goals for the greater good. Over its more than four decades, *Robb Report* has found a female audience for its primarily male-focused magazine, but the *Muse* vertical is allowing the publication to speak to women more directly.

"Being part of the *Robb Report* umbrella, *Robb Report* for 45 years has focused on an affluent male audience," said Jill Newman, editor of *Muse*, New York. "And bringing *Muse* into the picture was a way for us to speak to women.

"The topics that we cover are for a sophisticated, more affluent audience because we're covering art, travel, luxury products and experiences, but always our undercurrent is providing smart content on relevant topics today," she said.

Muse has a circulation of 100,000, half of which are *Robb Report* subscribers and half of which are targeted recipients based on their professional positions and/or net worth.

Musing on purpose

Robb Report launched *Muse* in April as a biannual print publication and a digital platform ([see story](#)).

"The main thing that we got after the initial launch, people said there is nothing like this out in the media right now," Ms. Newman said. "Because we are not focused on fashion, we are not focused on health or beauty, but I think we are focused on women and focusing on topics that are really relevant to women today."

Muse's latest issue, polybagged to *Robb Report's* October edition, is themed around "Passion and Purpose." Among the editorial features in the issue is a story about philanthropic travel experiences.

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Cover of *Muse* October 2018 issue. Image credit: Robb Report

The edition also covers topics such as a chef putting lionfish on the menu to remove some of the predators from the sea, the potential for making purposeful financial investments and a filmmaker creating feminist pornography.

Other lifestyle features this month are a story on the rising interest in luxury cars among affluent women and conscious jewelry.

"For the October issue, our main theme is passion and purpose, and the idea is today, people have to make choices both big and small that align with their ethos, their values, their ethics," Ms. Newman said. "From the brands you support to the trips you take to the investments you make, you can certainly do things in a more purposeful way."

The issue opens with an ad for Ralph Lauren's women's wear on the inside front cover. Graff Diamonds, Patek Philippe and automaker Karma follow.

Around the table of contents were placements for The Peninsula Hotels and Bovet, while Brunello Cucinelli chose to run multiple pages starting across from the masthead.

Jeweler John Hardy appeared opposite the editor's letter, with its Adwoa Aboah-fronted empowerment effort ([see story](#)).

Within the issue are placements for brands including Jaquet Droz, Technogym and Wheels Up. Lamborghini took the inside back cover, while Harry Winston appears on the back cover.

"The opportunity for *Robb Report* to speak to brands specifically about an affluent female customer has broadened our conversation considerably," said David Arnold, managing director of *Robb Report*, New York. "We have been hearing for years through the events that *Robb Report* hosts, that women were enjoying much of the content of *Robb Report*. However, they were also interested in content that spoke specifically to them.

"This demographic is extremely difficult to reach, and doing so in an environment that is as relevant and thoughtful as *Muse*, has proven to be very successful and inspiring," he said.

In-person

Along with the follow-up issue, *Muse* is kicking off the latest round of its Musings in-person events. The magazine is gathering personalities from the worlds of beauty, food and philanthropy for discussions.

Each of the events, held in New York, Los Angeles and San Francisco, are forums for women to share their thoughts

on topics such as the lack of gender diversity in the culinary world and changing perceptions of beauty.

Beyond Musings, *Robb Report* has sought to bring its experience off the page.

The lifestyle publication embraced the "health is wealth" mindset by hosting a wellness weekend in Miami Beach, FL.

Robb Report's third annual Health & Wellness Experience took place from March 15 to 18, allowing participants to take in keynotes, workshops and workouts. Reflecting affluent's growing interest in fitness and wellbeing, *Robb Reports* event showcased a key part of today's luxury lifestyle ([see story](#)).

The magazine also celebrated Italian Men's Fashion Week through the lens of a single article of clothing: the jacket.

In partnership with MonteNapoleone District and Milano Unica, *Robb Report* staged "The Modern Man," a photographic exhibit that deconstructs the basic blazer through editorialized imagery. Spanning both Milan and Florence's fashion weeks, this display offered *Robb Report* an opportunity to further its voice in men's style ([see story](#)).

"I think with each of these [Musings], we've brought together really interesting women on our panels experts, insightful women," Ms. Newman said. "And the conversations, we have between 60 and 70 people, so they're fairly intimate.

"It really feels more like a salon we're all together, and people are engaged on the topics, it feels very personal," she said. "The topics that we've picked and the panels we've curated are really revealing. I feel like they're providing insightful information on topics that people are interested in.

"And it brings the pages of our magazine to life for our audience and it also really in a tangible way tells them about who we are as *Muse* and what we represent, that these topics matter to us and we want to help cultivate conversations around topics that matter to people, about topics that are sometimes hard to talk about."

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