

MEDIA/PUBLISHING

## Vogue expands Asian footprint with Hong Kong edition

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*Vogue Hong Kong will launch in 2019. Image credit: Ritz-Carlton*

By STAFF REPORTS

Media group Condé Nast International is bringing its *Vogue* brand to Hong Kong, an increasingly key market for luxury retail.

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*Vogue Hong Kong*, produced through a licensing deal with Rubicon Media Ltd., will debut in 2019 with both print and online publications. Marking the 26th international *Vogue* title, the Hong Kong edition joins other regional magazines in China, India, Japan, Taiwan, Korea and Thailand.

“We are delighted to launch *Vogue* in Hong Kong,” said Jonathan Newhouse, chairman and chief executive of Condé Nast International, in a statement. “This magical city has long been a magnet for shoppers and a center of taste and luxury in the heart of Greater China.

“With the launch of its own *Vogue*, Hong Kong truly steps up to the premiere league of fashion excellence,” he said.

### Hong Kong bound

At the helm of *Vogue Hong Kong* will be publisher Desiree Au, a local journalist who has been a writer and editor for newspapers including *The Hong Kong Standard*, the *South China Morning Post* and *The International New York Times*.

“My vision for *Vogue Hong Kong* is to nourish the creativity and individuality which exists in the city today,” Ms. Au said in a statement. “We are in the era of self-expression and authenticity, and *Vogue’s* curatorial voice is fitting for the modern woman in defining her individualism.

“The arrival of *Vogue* has been a long time in the making, and we are thrilled to now bring it to the region,” she said.

Spanning a print edition in Chinese and a bilingual Web site in English and Chinese, *Vogue Hong Kong* will cover fashion, culture, art and lifestyle topics. In digital, the title will launch videos and use social media for further editorial content.



*Versace boutique in Hong Kong. Image credit: Versace*

“Hong Kong has a well-established media market with a strong appetite for luxury fashion and beauty among its sophisticated urban consumers,” said Markus Grindel, managing director Licensing at Condé Nast, in a statement. “It’s a natural fit for *Vogue* and we are excited to partner with Desiree Au and her team to launch *Vogue Hong Kong*.”

Recently, Condé Nast has been expanding *Vogue’s* presence internationally, particularly in growing luxury markets. Most recently, *Vogue* magazine announced it is bringing its media brand to Greece as the country’s luxury market grows amid an economic recovery.

*Vogue Greece* will launch in 2019 under a licensing agreement with Kathimerines Ekdoseis SA. This marked *Vogue’s* 25th international edition, joining recently created titles in the Middle East and Poland ([see story](#)).

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