

MEDIA/PUBLISHING

## Muse at Robb Report's Jill Newman: Luxury Woman to Watch 2019

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Jill Newman

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Jill Newman, editor in chief, *Muse at Robb Report*, New York

"The luxury consumer is demanding more substance. Their time is ever more valuable because they are pulled in so many directions"

What do you most like about your job?

Storytelling. Developing meaningful, inspiring and engaging content.

Indeed, we are bombarded with content everywhere today, yet a good article or video is still compelling and can create emotion.

It's exciting to research ideas, learn about emerging trends, speak to industry leaders and luxury consumers, and from this, generate stories that address meaningful topics that matter to people, now.

What is the biggest challenge in your work?

Keeping up with social media.

It is such a powerful tool to reach people, to amplify stories, to cultivate interest, and engage our audience.

It's hard to find the time to be present and active on all these various channels, but we must find the time.

What is your work priority for 2019?

To develop meaningful, insightful and entertaining articles and video.

Because there is so much content available to everyone, it is that much more important that we develop deeper, thoughtful and entertaining articles, videos and social media outreach.

The luxury audience is a more sophisticated, worldly group of people, and we need to make sure we are delivering content that is worthy of their time. It must be smart and authoritative, yet at the same time witty and whimsical.

What is your proudest achievement in luxury?

Creating Muse, a new media platform that speaks to sophisticated affluent, educated women.

We launched the Muse brand this past April with a print edition, digital content and social media, supplemented and amplified by a national thought-leadership speaker series "Musings."

We are focusing on topics like impact investing, the changing perception of beauty and what the affluent, dynamic, female audience looks for in a multitude of luxury categories ranging from automobiles to timepieces, as well as more controversial topics like that of ethical pornography.

Muse is a forum in which influential women trailblazers, tastemakers, idealists and disruptors share their views and values on topics ranging from style, design, the arts, travel, wellness, wealth management and philanthropy.

How do you see luxury evolving in 2019?

Now, more than ever, the luxury consumer is demanding more substance. Their time is ever more valuable because they are pulled in so many directions. They will continue to want experiences, products with depth be it an artisan craft, something tied to philanthropy or impact and, most of all, authenticity.

It isn't about a price point or a logo, it is about delivering a story, an experience, originality wrapped up with authenticity.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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