

MEDIA/PUBLISHING

Vogue extends fashion influence into bridal salon

February 8, 2019



Inside Vogue Wedding Salon. Image courtesy of Cond Nast Japan

By STAFF REPORTS

Cond Nast Japan's *Vogue Wedding* magazine is taking its editorial approach off the page with the opening of a bridal salon.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The first Vogue Wedding Salon will open in Omotesando, Tokyo on Feb. 9, allowing consumers to try on both bridal gowns and fashion apparel for more than their wedding day. As the bridal market grows ([see story](#)), magazines are tapping into their authority and audiences to help brides plan for the big day.

Wedding planner

Cond Nast Japan's *Vogue Wedding* was launched in 2012. The biannual title and corresponding Web site are aimed at a fashionable, luxurious bride.

The Vogue Wedding Salon will feature fashions from Paris, Milan, New York and London, including exclusives that are only available at the boutique.

Along with dresses, consumers will be able to take advantage of a customizable shoe experience with a luxury brand.

Both brides and grooms can also turn to the salon for photography services. The boutique has an area that enables couples to have their pictures taken in *Vogue* style, with stylists, photographers and videographers that contribute to the magazine.

Visitors can also plan out everything from their paper choices for invitations to cake designs and flower arrangements.

Vogue Japan tapped architect Yuko Nagayama to design the space. She took a church-inspired approach to the design, creating a symmetrical boutique complete with an apse.



Vogue Wedding Salon. Image courtesy of Cond Nast Japan

"The biggest single keyword for contemporary today's weddings is 'diversification of values,'" said Mayumi Nakamura, creative director of Vogue Wedding, in a statement. "Now is a time for brides who embrace different values to rejoice their individuality.

"At Vogue Wedding Salon, in addition to traditional wedding dresses, we have prepared a wide variety of more adventurous styles," she said. "These items include stunning bridal gowns from popular designer brands that will be familiar to readers of *Vogue* such as Alexander McQueen, Giambattista Valli, Oscar de la Renta, Sergio Rossi and so on.

"I hope that at Vogue Wedding Salon you will enjoy choosing a stylish dress that is not bound by existing rules."

Vogue Japan's move comes as rival publications are branching into bridal topics.

As many media companies are closing the doors of established publications due to the shift in content consumption, Hearst is extending its *Harper's Bazaar* brand into the bridal segment with an innovative business model.

Bazaar Bride is a multi touch point publication that goes beyond content production and product guides. The subscription-based hub delivers weekly mini-magazine editions on all things wedding related, but also provides interactive services such as masterclasses, deals on partner products, additional Web site content, a members-only video series and other unique resources ([see story](#)).