

MEDIA/PUBLISHING

Vogue's 25th international edition launches in Hong Kong

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Cover of *Vogue Hong Kong*. Image courtesy of Cond Nast International

By STAFF REPORTS

Cond Nast International's *Vogue Hong Kong* is making its debut with an issue that straddles local and global culture and fashion.

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Vogue Hong Kong will launch on March 3 on newsstands as a magazine in traditional Chinese and online with a bilingual Web site. This marks *Vogue's* 25th international edition, allowing the brand to reach Hong Kongers through tailored content.

"Hong Kong is a vibrant city with a dynamic fashion and art scene. It has its own style and voice," said Karina Dobrotvorskaya, executive director of editorial development at Cond Nast International, in a statement. "We tried to create a new *Vogue* which could convey this distinctive voice and swirling energy.

"The launch of *Vogue Hong Kong* will help to cement *Vogue* as a global brand with an international outlook and local relevance," she said.

Coming to Hong Kong

Vogue Hong Kong's first issue has three different covers featuring models Fei Fei Sun and Gigi Hadid. The supermodels appear on one cover together, and each also graces one cover solo.

The covers feature fashions from Chanel haute couture. The corresponding cover story centers on an "East meets West" concept, which was shot by photographer Nick Knight and conceptualized in partnership with *Vogue Hong Kong's* fashion director Anya Ziourova.



Cover of Vogue Hong Kong. Image courtesy of Cond Nast International

Vogue Hong Kong is produced through a licensing deal with Rubicon Media Ltd. and is headed by editorial director Peter Wong. Also on the staff is senior fashion content editor Daniel Cheung and publisher Desiree Au.

"The very essence of the word *Vogue* means 'what is prevailing' and 'in fashion', and beyond our beautiful photo shoots and insightful articles, we want *Vogue* to be an advocate for gender equality, diversity and empowerment, which are important to enriching the fabric of our society," Ms. Au said in a statement.

The launch issue includes content that covers art, culture, fashion and lifestyle topics. Among the pieces is a photo essay by local creative director and artist Stanley Wong.

"This magazine is a tribute to our beloved city, which has long embodied an international outlook anchored by Chinese tradition," Peter Wong said in a statement. "Our platform is a showcase for both Hong Kong and international creative talents working together to make a publication and Web site that is as cosmopolitan and energetic as our home."

Before making its official debut, *Vogue Hong Kong* teased the launch on social media with films featuring Hong Kong-based actresses including Angelababy, Karena Lam, Angela Yuen and Isabella Leong.

Vogue Hong Kong's print edition will retail in Hong Kong and Macau.

To mark the magazine's launch, *Vogue Hong Kong* will be hosting a red carpet affair at the soon-to-open Rosewood Hong Kong this month.

This is not the only *Vogue* title slated to debut this year. *Vogue* magazine is also 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 marks *Vogue's* 25th international edition, joining recently created titles in the Middle East and Poland ([see story](#)).

