

MEDIA/PUBLISHING

## British GQ to join Cond Nast B2B endeavors

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Digital edition of British GQ. Image credit: Cond Nast

By STAFF REPORTS

Cond Nast's *British GQ* publication is tapping into experiential offerings with a three-day conference that focuses on luxury.

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The magazine's GQ Heroes event will be taking place at Soho Farmhouse in Oxfordshire, England from May 8 to 10. The conference will host a series of British speakers from a variety of backgrounds, including comedian Ricky Gervais, model Adwoa Aboah, journalist Piers Morgan and Versace CEO Jonathan Akeroyd.

"We're aware that this is a crowded market and we've been very, very careful, and granular, in our research because we want to produce something that completely reflects the *GQ* DNA but also has genuine takeaways for people who are coming," said Dylan Jones, editor of *GQ*, in an interview with *Women's Wear Daily*. "In a nutshell, it's our take on a luxury conference, but it's not just about luxury.

"We're also deep-diving into all our other verticals and pillars," he said. "As well as luxury we've got entertainment, media and mental health."

### GQ in lux

The new conference concept is aimed at CEOs and other top executives in the luxury field. While Cond Nast has an existing luxury conference, *GQ* aims to craft its own audience, focusing on an itinerary that centers on an entertaining atmosphere and the chance to mingle with top executives and celebrities.

Mike Ashley's Sports Direct's Flannels, a high-end British outlet store chain, is working with *GQ* as a sponsor for the event.

The new conference addition is an interesting concept for Cond Nast.



*Cond Nast launches GQ Heroes. Image credit: GQ*

After backing off from business-to-business publishing mid-decade, Cond Nast International also recently announced it is funneling the authority of its *Vogue* brand to return to B2B and compete with a name it seemingly sold off in haste: *Women's Wear Daily*.

Cond Nast International officially launched a new B2B endeavor titled *Vogue Business* in January, looking to get back into the B2B sector as it sees the industry's recent growth and advantages of having both business- and consumer-facing sources of fashion information. While competing head-on with *WWD* and London-based *Business of Fashion*, the new publication has taken a different approach to launch, starting with a print newsletter and moving to a digital Web site after gauging feedback from readers ([see story](#)).

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