

MEDIA/PUBLISHING

## WWD extends B2B brand to China

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WWD is expanding to China with a licensing deal. Image credit: WWD

By STAFF REPORTS

Business publication *Women's Wear Daily* is expanding its international presence with the launch of a Chinese edition.

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This latest edition will join the main U.S.-based publication and the media brand's Japanese version that was launched in 1979. *WWD's* China push comes as the China market continues to drive growth in the fashion business, with McKinsey projecting that it will overtake the United States as the biggest market for apparel and accessories this year ([see story](#)).

Coming to China

*WWD China* is a licensing partnership between the media brand's parent company Penske Media Group and China Mind Next. The publication will include both original reporting and syndicated content from *WWD*.

The China edition will be available both digitally and in print beginning Aug. 1.

*WWD* has a China bureau in Beijing, which covers local news about the fashion, retail, beauty and textile business. As part of the launch of *WWD China*, Miles Socha will be taking on the new role of editor, international, overseeing the bureaus in Beijing, Paris, London and Milan.

"Our new partnership in China furthers our commitment to covering the world's major economies and markets, while giving readers access to *WWD's* unparalleled editorial content and unrivaled events," said James Fallon, editorial director of *WWD* and Fairchild Media, in a statement to *WWD*.

"Our mission to expand our coverage of global news and analysis is further demonstrated by the decision to create a new, international role out of *WWD's* Paris bureau," he said. "Miles' outstanding journalistic skills will help *WWD* broaden and deepen its already extensive overseas coverage."



*Chinese consumers are still showing a heavy appetite for luxury goods. Image credit: Fendi*

*WWD's* China edition also comes as the trade publication sees new competition in fashion media.

After backing off from business-to-business publishing mid-decade, Cond Nast International 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 launched a new B2B endeavor titled *Vogue Business*, 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.

The publication is based out of London, but its target audience is global, leveraging journalists in 29 markets ([see story](#)).

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