

MEDIA/PUBLISHING

## Cond Nast brings B2B Vogue Business brand to China

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*Vogue Business is launching a China edition on WeChat. Image credit: Vogue Business*

By STAFF REPORTS

Media group Cond Nast is expanding its *Vogue Business* title internationally with the launch of a China edition, catering to the growing fashion, beauty and luxury business in the market.

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Taking a mobile-first approach for the China edition, *Vogue Business* is launching exclusively on WeChat for a Chinese audience. China already accounts for about a third of total luxury spending, and with its market share set to grow, business publications are seeking to guide industry leaders through localized titles.

"After the successful global launch of *Vogue Business*, we are excited to start this Chinese-language community for our readers in China, the world's most important fashion and luxury market," said Wolfgang Blau, chief operating officer and president, international at Cond Nast, in a statement. "For professional readers, we want to be the definitive source to understand regional and global trends across the fashion, beauty and luxury industries and what they mean for the success of Chinese businesses."

WeChat publishing

*Vogue Business* launched this past January ([see story](#)). The publication's readership spans 39 international markets, and the title is expected to reach a newsletter subscriber base of 100,000 by the end of the year.

Now, Cond Nast is creating a daily China edition of *Vogue Business*, which will be available in both Simplified Chinese and English on WeChat. Aside from being accessible in Chinese, the content will cover topics specific to the China market, including consumer behavior trends, cultural changes and local industry news.

Advised by the international *Vogue Business* leadership in London, a team based in Shanghai will report on aspects that impact those running a fashion business including sustainability, production, design, talent and retail. There will also be a localized commercial team.



*Vogue Business brought CNI back into B2B. Image credit: Cond Nast International*

As with the international *Vogue Business*, the sister title's philosophy is independence from advertiser or sponsor influence.

"*Vogue Business* in China's content is designed for maximum impact and accessibility, making it easy to understand key ideas at a glance, and to enable fashion leaders to make decisions that will grow and future-proof their businesses and careers," said Imin Pao, editorial director of *Vogue Business* in China, in a statement.

*Vogue Business* in China will partner with Ipsos and Boston Consulting Group. The title has also inked an exclusive partnership with LinkedIn China.

Aside from daily reporting, the China edition will produce workshops and an annual research report.

China has long been a key part of the fashion business, as the largest textile producer. However, the market has also grown to be a significant force in luxury consumption.

According to BCG, China will account for 41 percent of luxury, fashion and beauty sales by 2025.

Earlier this year, business publication *Women's Wear Daily* expanded its international presence with the launch of a Chinese edition.

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](#)).