

MEDIA/PUBLISHING

Vogue, enticed by Singapore's fashion and luxury demand, to launch local edition

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Vogue's Singapore edition is a nod to the city state's booming fashion and luxury retail market, as well as the clout of the local and expatriate purchasing power. Image credit: Cond Nast

By STAFF REPORTS

Buoyed by the strength of fashion and luxury sales in the Southeast Asian market, magazine publisher Cond Nast will this fall inaugurate the 27th international edition of its *Vogue* title with the launch of a Singapore version.

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Published under license by Indochine Media, *Vogue* Singapore will have a print magazine and Web site supported by a presence across social platforms such as Instagram, Twitter and Facebook. The content will include local and international articles and imagery.

"*Vogue* Singapore rejoins the market at a time when Singapore's local fashion design and talent are rising in the country and across the entire region," said Wolfgang Blau, chief operating officer and president of international operations for Cond Nast, in a statement.

"*Vogue* Singapore will play a vital role in boosting and supporting that talent as well as in bringing regional and international ideas to this edition of *Vogue*," he said.

In addition to its flagship *Vogue*, Cond Nast is the publisher of well-known magazines such as *Vanity Fair*, *The New Yorker*, *Architectural Digest*, *Tatler*, *Wired* and *GQ*.

Eastward bound

Singapore is a key fashion center in Southeast Asia with a diversified economy and a growing appetite for luxury.

Per Statista, Singapore accounted for \$940 million in sales of luxury fashion products.

Spending within the region is high, with 67 percent of Singaporeans saying they were financially better off now than five years ago and able to spend comfortably, according to Nielsen.

Vogue will rely on its reputation and content produced for the local edition to put a stamp on fashion, lifestyle and culture.

Vogue Singapore will join editions in Australia, Brazil, China, Czech Republic and Slovakia, France, Germany,

Greece, Hong Kong, India, Italy, Japan, South Korea, Mexico & Latin America, Middle East, the Netherlands, Poland, Portugal, Russia, Spain, Taiwan, Thailand, Turkey, United Kingdom, Ukraine and the United States.

Singapore partner **Indochine Media** publishes local editions of Hearst Magazines' *Esquire*, Penske Media's *Robb Report*, *Buro*, *Barcode*, Luxury Guide, *My Pope* and *Stail*, some of them under license.

"We are excited to expand our portfolio with *Vogue* and have the opportunity to showcase Singapore globally," said Michael von Schlippe, president of Indochine Media, in a statement.

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