

MEDIA/PUBLISHING

Vogue adds 28th title as Scandinavian influence grows

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Vogue Scandinavia will debut in spring 2021. Image credit: Cond Nast

By LUXURY DAILY NEWS SERVICE

Magazine publisher Cond Nast is adding a 28th edition to its iconic *Vogue* roster with the spring 2021 launch of *Vogue Scandinavia*.

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Vogue Scandinavia will be published in English across print and digital platforms through a license agreement with Four North Stockholm AB. Martina Bonnier has been named editor in chief after serving eight years in the same role at *Damernas Vrd*, or Women's World, Scandinavia's largest women's lifestyle magazine.

"For several years now, Scandinavian design and the region's unique cultures have been the source of inspiration for people worldwide," said Wolfgang Blau, global chief operating officer and president, international at Cond Nast, in a statement. "Throughout her career, Martina has been a leading voice in the industry, and I am proud to welcome her to the team."

Vogue grows, again

Vogue Scandinavia joins other several other European editions of *Vogue*, including Czech Republic and Slovakia, France, Germany, Greece, Italy, the Netherlands, Poland, Portugal, Russia, Spain, United Kingdom and Ukraine.

Preceding *Vogue Scandinavia* is *Vogue Singapore*, which is set to launch this fall after a brief run in the 1990s ([see story](#)).



Martina Bonnier has been named editor in chief of Vogue Scandinavia. Image credit: Cond Nast

The new publication will be based in Stockholm, Sweden and cover the Nordics including Denmark, Norway, Finland and Iceland. The launch comes as Scandinavian design has become more influential as the fashion industry embraces minimalism and sustainability.

Vogue enlisted Swedish photographer and filmmaker Mikael Jansson to create an ethereal trailer teasing the upcoming publication. The short follows a woman through a woody shoreline, revealed to be Ms. Bonnier.

"I am excited to launch *Vogue Scandinavia* in a moment where fashion is facing tremendous changes," Ms. Bonnier said in a statement. "The Nordic region is a champion in adapting to culture and technology trends quickly, and it is at the forefront of conscious fashion.

"*Vogue Scandinavia* will launch with this thoughtful approach to fashion, whilst exploring new and innovative technologies," she said. "I am thrilled that the region will finally have its own *Vogue* and I am excited to share more about the Nordic lifestyle and the fantastic creative talent that the region holds."

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