

MEDIA/PUBLISHING

Tatler Asia adds to management team as transformation continues

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Tatler Hong Kong covers. Image credit: Tatler Asia Group

By LUXURY DAILY NEWS SERVICE

Luxury media company Tatler Asia Group is accelerating its transformation into a global lifestyle media brand with a pair of new hires in key positions.

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Major changes in recent months include a rebranding and redesign of the flagship title, Tatler, that launched this March. In August, Tatler Asia also named a new chief operating officer and a new regional advisor to continue its growth.

Tatler transformation

Tatler Asia has added industry veterans to its management team, both of whom offer years of experience in the Asian media markets.

Sophie Jian has been named Tatler Asia's chief operating officer and president. Most recently, she was chief financial officer and senior vice president of operations for Asia at Warner Music Group.

"There is extraordinary energy and talents at Tatler Asia and the company is ready to be transformed into a cultural force using digital paths," Ms. Jian said in a statement. "I look forward to playing a key role in accelerating that journey."

Ms. Jian, who also has worked at Bloomberg and NBCUniversal, will report to Michael Lamunire, chairman and CEO at Tatler Asia.

"Sophie's large experience acquired at some of the most successful media firms, her strong interest for entrepreneurship and scaling businesses, as well as her desire to make a positive impact in Asian societies makes her the perfect executive to take this very important role at Tatler Asia," Mr. Lamunire said in a statement.

Also joining the Tatler Asia management team is Peter Cheung as regional advisor on engagement, PR and business development. He began his career at Tatler Hong Kong, and has since worked at Sotheby's, Dior, Versace and Van Cleef & Arpels.

"I am thrilled to be returning to the Tatler family after 23 years," Mr. Cheung said in a statement. "During my career, working with some of the world's most illustrious luxury houses, Tatler has always been the must-have' media partner in our strategic planning."

In his new role, Mr. Cheug will be responsible for helping improve Tatler's engagement and help with other key initiatives.

Luxury media in Asia is becoming even more competitive.

This fall, Vogue Singapore will return to newsstands, joining several other Asian editions of the fashion publication ([see story](#)). Similarly, Tatler Asia has regional editions in Singapore, Malaysia, Hong Kong, Thailand and more.

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