

MEDIA AND PUBLISHING

Anthony Cenname, ex-WSJ. magazine, takes on ambitious role as global revenue chief at expanding L'Officiel

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Anthony Cenname is one of the most-connected publishers in fashion and luxury circles. Image courtesy of L'Officiel

By MICKEY ALAM KHAN

Anthony Cenname has joined French fashion title L'Officiel as global chief revenue officer after recently departing as publisher of The Wall Street Journal's WSJ. magazine.

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Mr. Cenname joins at the same time as new global digital editorial director Joshua Glass, both charged with growing the century-old L'Officiel across channels and geographies. Mr. Cenname left WSJ. magazine a month ago.

"I'm thrilled to join L'Officiel at such a pivotal moment in its 100-year history," Mr. Cenname said in a statement. "I look forward to working with the team to unleash new growth opportunities and solidify our position as a leading fashion and luxury content company across the globe."

It is official

Based in New York, Mr. Cenname is charged with developing advertising revenue streams across digital, social and print platforms worldwide. He will bring his three decades of experience to the table, with a most recent stint as vice president of luxury advertising at Dow Jones and publisher of WSJ. Magazine ([see story](#)).

Prior to Dow Jones, which owns WSJ. magazine and its Wall Street Journal parent, Mr. Cenname held key roles at Cond Nast, Cond Nast International and American Express.

The news comes just as L'Officiel debuts its [Fall 2020 issue](#), with multi-platform content running across the United States, Italy and France.

The issue features a new design layout by Trey Laird, who serves as contributing creative director. It is also the first global project overseen by Stefano Tonchi in his role as contributing global chief creative officer.

Meanwhile, in his newly-created role of global digital editorial director, Mr. Glass will oversee all content initiatives across L'Officiel's platforms, conceptualizing and implementing new series and franchises, and coordinating across the U.S. and international markets, the company said.

Mr. Glass most recently served as digital director at CR Fashion Book.

"It is an honor to join L'Officiel and to work with Stefano and the team, building on the brand's incredible legacy, exploring new cultural synergies, and bringing to life a new and dynamic vision for the future," Mr. Glass said in a statement.

L'Officiel publishes 31 editions with distribution in 80 countries. In addition to the print editions and digital platforms, it has a fully integrated content studio for fashion and luxury companies.

The media brand's total social media footprint currently comprises 21 million followers, including new growth across Italy, France and China, among other markets.

In print, L'Officiel reaches more than 2 million readers. Its digital presence includes 40 million total page views across the global network in 2020, up 12 percent from the year before.

"Transforming and diversifying our business has been a key priority for the group, and we forge ahead with a strong team in place, new capabilities for storytelling at scale, and consistent audience growth across our global network," said Maria Cecilia Andretta, deputy CEO and Benjamin Eymre, CEO of L'Officiel Inc. in a joint statement.

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