

MEDIA/PUBLISHING

Harper's Bazaar, Esquire to launch in Saudi Arabia

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Her Highness Princess Noura bint Faisal Al Saud for Harper's Bazaar Arabia

By LUXURY DAILY NEWS SERVICE

Hearst titles *Harper's Bazaar* and *Esquire* will be debuting seasonal editions in Saudi Arabia, becoming the first international luxury and fashion magazines published within the kingdom.

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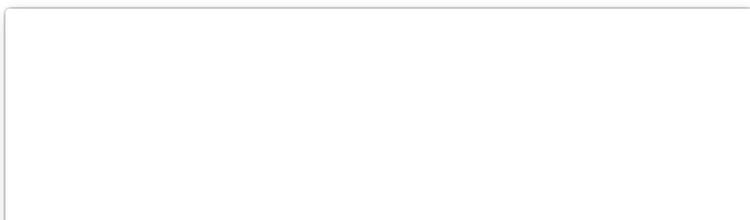
Both titles already publish in the Middle East and the Persian Gulf, as *Harper's Bazaar Arabia* and *Esquire Middle East*. In addition to having the largest economy in the region, Saudi Arabia also has one of the world's youngest populations, with two-thirds of citizens under the age of 35.

Saudi debut

Harper's Bazaar Saudi and Esquire Saudi will be published by ITP Media Group, which already publishes editions of the publications across the Gulf Cooperation Council (GCC) nations. Each magazine will be bilingual and publish quarterly in Saudi Arabia.

"We are immensely proud to be part of this historic movement in one of the world's youngest and most rapidly evolving countries," said Sue Holt, managing director of ITP Media Group Saudi, in a statement. "To be able to showcase and celebrate the creative people there through our media is an absolute honor and we look forward to *Harper's Bazaar* and *Esquire Saudi* helping to unearth previously unseen talent and to tell the stories of the many people that deserve to be recognized."

The titles will be overseen by the respective editors in chief of *Harper's Bazaar Saudi* and *Esquire Saudi*, Olivia Phillips and Matthew Baxter-Priest. An editorial team will be based in Riyadh and collaborate with contributors, stylists, photographers and other content creators.



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A post shared by Esquire Middle East (@esquiremiddleeast)

The magazines will debut in March 2021

Each magazine will be available at select hotels, salons and spas, as well as newsstands, in the kingdom. The print edition's target audience includes VIPs, including the royal family, and other high-net-worth individuals.

Harper's Bazaar Saudi and *Esquire Saudi* are among the first media brands to launch in the Kingdom under the Saudi Arabian General Investment Authority (SAGIA) license agreements. The nation is looking to modernize culturally and economically, which includes supporting the growing creative industry.

In 2018, Cond Nast's *GQ* brand introduced its take on fashion to the Arabian Gulf with the premiere issue of its Middle East edition. *GQ Middle East*, published under a license agreement with ITP Media Group, is the brand's 21st international edition ([see story](#)).

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