

MEDIA/PUBLISHING

Modern Luxury launches new subscription service

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The Invited subscription box service will launch this November. Image courtesy of Modern Luxury

By LUXURY DAILY NEWS SERVICE

Regional lifestyle magazine publisher Modern Luxury is introducing its first subscription box service, providing members ultimate access to top luxury brands and products.

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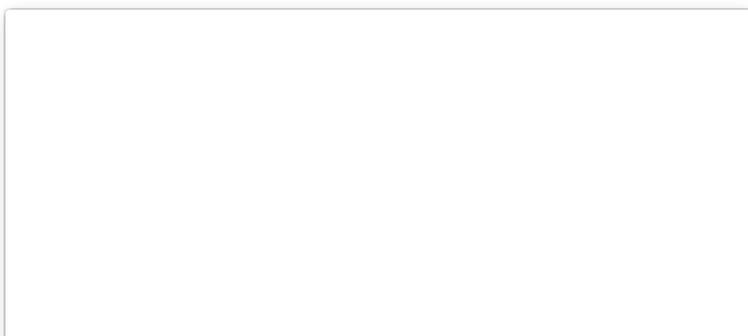
The quarterly-themed subscription service, called Invited, will provide Modern Luxury's audience with exclusive access to local and national tastemakers. Invited offers a multi-tiered membership program, offering up to 12 items per box.

"We are so thrilled to bring our editorial pages to life through this exclusive offering," said Phebe Wahl, executive vice president of editorial at **Modern Luxury**, in a statement. "Invited by Modern Luxury delivers to your door an editorial experience and a luxurious journey."

Ultimate invitation

The Invited subscription box service will launch four times a year, beginning this November. The boxes will be priced from \$299 to \$999, and interested members can learn more about curating boxes to their needs at InvitedByModernLuxury.com.

The box is another opportunity for affluents to foster their self-care routines and needs. Beauty and wellness brands featured in the debut box include Lele Sadoughi, Odacit and Aromatherapy Associates, among others.



[View this post on Instagram](#)

A post shared by Invited by Modern Luxury (@invitedmodlux)

The subscription box is curated by Modern Luxury editors

Subscription services are a key driver of ecommerce growth in the beauty industry, with a third of respondents in a 2020 Tinuiti survey having tried subscription boxes.

These services seem to resonate especially with Generation Z consumers as they become more financially independent. In 2020, 41 percent of Gen Z beauty shoppers have used a subscription service, compared to 29 percent in 2019 ([see story](#)).

"The subscription offers a portal to discover a highly curated selection of luxury products from boutique brands to help you look and feel your best," Ms. Wahl said.

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