

MEDIA/PUBLISHING

Cond Nast adds Philippines edition to Vogue's global roster

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Vogue Philippines is debuting in September 2022. Image courtesy of Cond Nast

By LUXURY DAILY NEWS SERVICE

Publisher Cond Nast is introducing the 29th edition of its iconic fashion title with the launch of *Vogue Philippines* this fall.

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Under a license agreement with Filipino publishing company MEGA Global Licensing, Inc. (MGLI), *Vogue Philippines* will debut English-language print, digital and social platforms this September. The new publication will strengthen *Vogue* and Cond Nast's presence in Southeast Asia.

"We're thrilled to launch our 29th edition of *Vogue* in the Philippines, a country with a growing luxury fashion market and a vibrant creative scene," said Markus Grindel, managing director of global brand licensing at **Cond Nast**, in a statement.

"The title will launch as a digital-first media brand with a monthly print edition and will serve as an exciting addition to our global *Vogue* network."

New market

Vogue Philippines will launch simultaneously online and in print, with monthly print issues emphasizing long-form content and artistic storytelling.

"The Filipino talent has been ready to be received by the world for decades now and with certainty, I can say that the market, too, is finally ready," said Archie Carrasco, chairman/CEO of MGLI, in a statement. "The two are meeting at the perfect juncture at the perfect time and the long wait is over."

Cond Nast and MGLI, which also owns *NYLON Manila*, have yet to reveal who will take the helm at *Vogue Philippines*.



Vogue has nearly 30 international editions, including China and Japan. Image credit: Cond Nast

Collectively, *Vogue's* existing 28 editions reach a global audience of more than 272 million readers. The new title will join several other editions published in Asia, including China, Hong Kong, India, Japan, Korea, Singapore, Taiwan and Thailand.

Vogue Singapore was relaunched in fall 2020 after a brief run in the 1990s ([see story](#)). The 28th edition in the portfolio, *Vogue Scandinavia*, launched in spring 2021 ([see story](#)).

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