

MEDIA/PUBLISHING

## GQ Middle East announces new editor in chief

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Ahmad Swaid is the new editor in chief of GQ Middle East. Image credit: GQ Middle East

By LUXURY DAILY NEWS SERVICE

Cond Nast-owned men's lifestyle publication *GQ* has announced the appointment of Ahmad Swaid as the new editor in chief of *GQ Middle East*.

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The former head of content for Dazed Media, Mr. Swaid brings a wealth of experience to *GQ* having managed content for a number of Dazed Media brands, AnOther Magazine and Nowness. The announcement was issued via Instagram in partnership with [ITP Media Group](#).

"As a kid who grew up between Beirut, Freetown and Aleppo collecting magazines, I can't wait to go back to the region that defined my teenage years," Mr. Swaid said, in a statement.

New directions

*GQ Middle East* launched its first issue in October 2018 with Egyptian-American actor Rami Malek on its cover, becoming the lifestyle brand's 21st global edition at a time when menswear was witnessing significant growth ([see story](#)).



The launch issue of GQ Middle East. Image credit: Cond Nast

Since 2018, Adam Baidawi has served as the publication's editor the youngest editor in chief to head a *GQ* publication at age 28.

Mr. Swaid will take over Mr. Baidawi's position on March 7, beginning with the publication's April issue. Mr. Baidawi has been promoted to deputy global editorial director of *GQ*.

*GQ Middle East* is available in Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, Oman and Lebanon.

"I'm excited to ring in a new era at a time of great global change," Mr. Swaid said. "The voices of the next generation have never been so important, neither has creating a sense of togetherness between communities and cultures."

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