

MEDIA/PUBLISHING

## Harper's Bazaar Italy launching print edition

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Harper's Bazaar will launch a print version of its Italian edition in November. Image credit: Harper's Bazaar

By LUXURY DAILY NEWS SERVICE

Media company Hearst has announced the launch of a print edition of *Harper's Bazaar Italy*, expanding the publication's digital, social and experiential presence in the market.

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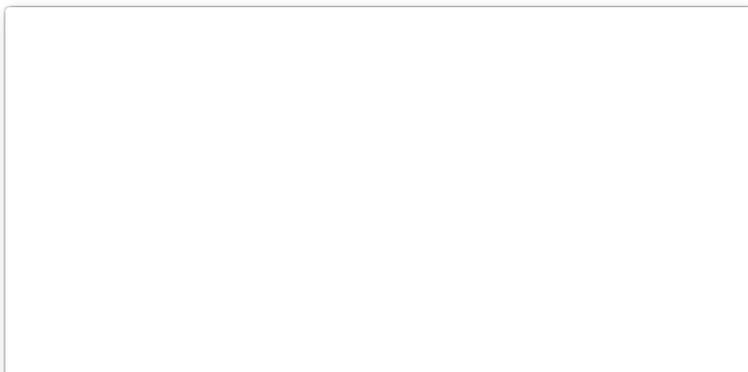
Former editor-in-chief of *Harper's Bazaar Russia* Daria Veledeeva has been appointed as editor-in-chief of the new print publication to oversee the content strategy and development of the magazine. The announcement was made today by Hearst Magazines International President Jonathan Wright and Hearst Italy CEO Giacomo Moletto.

"The prestige and influence of the *Harper's Bazaar* brand in the U.S. and around the world is unmatched and the print expression is an important experience our audience engages deeply and marketers can therefore connect with them in a more profound way," said Jonathan Wright, international president of Hearst Magazines, in a statement.

"With Daria's leadership, vision, and deep connections in the fashion industry, *Harper's Bazaar Italy* will be a must-read for anyone who is passionate about fashion, culture and the issues that matter today."

Physical and digital

Ms. Veledeeva studied journalism at Moscow State University and began her editorial career at *Marie Claire Russia*. She joined *Vogue Russia* in 2001, and in 2007 launched *Grazia Russia* and served as editor in chief.



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A post shared by Harper's Bazaar Italia (@bazaaritalia)

*With a print edition, Harper's Bazaar hopes to cast a wider net in the Italian market*

In 2009, she took the helm of *Harper's Bazaar Russia*, where she remained for 13 years.

The first print issue of *Harper's Bazaar Italy* will be available in November 2022. The magazine will progressively move to a monthly frequency.

Due to Russia's invasion of Ukraine earlier this year, Hearst ceased all operations in the country, cutting ties with its publishing partners, Shkulev Media and Fashion Press, through which it operated *Elle* Russia, *Esquire*, *Harper's Bazaar*, *Good Housekeeping*, *Cosmopolitan* and *Men's Health*.

Similarly, Hearst-competitor Cond Nast formally stopped publishing operations in Russia amid the ongoing war in Ukraine and terminated its franchise agreement with Cond Nast Russia ([see story](#)).

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