

MEDIA/PUBLISHING

## Cond Nast launches content partnership with Pinterest

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The partnership will start with Fashion Month in February and continue through to this year's back-to-school season. Image credit: Pinterest

By LUXURY DAILY NEWS SERVICE

Media company Cond Nast has announced two of its most popular titles, *Vogue* and *Architectural Digest*, have entered into a partnership with digital image-sharing and social platform Pinterest.

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The engagement sees each publication producing several exclusive videos to coincide with four key moments on Pinterest's content calendar. The partnership will start with Fashion Month in February and continue through to this year's back-to-school season.

"We are delighted to be partnering with Pinterest on this year-long collaboration," said Ani Shehigian, senior vice president of digital video, English at [Cond Nast Entertainment](#), in a statement.

"With our authority in fashion journalism and international design and architecture through the brands of *Vogue* and *Architectural Digest*, we are thrilled to bring even more unique video content with exclusive access, tips, and trends that will continue to inspire."

For all seasons

Cond Nast is already one of the largest publishers of content on the Pinterest platform, garnering tens of millions of views across 40 profiles.

In addition to fashion month and back-to-school calendar moments, *Vogue* and *Architectural Digest* will also celebrate wedding season, as well as upcoming summer months, with more than 160 new videos in total. Some of this content will be available via new Pinterest profiles created just for the occasion.



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Image credit: Cond Nast*

*Vogue* will contribute to bridal-themed content with the debut of a new profile, curated by editors of *Vogue Weddings* and other wedding professionals, in April. The page will feature table-setting imagery, examples wedding checklists and ideas for dresses.

High-profile weddings throughout the year will also be given their own Pinterest boards.

For fashion month, beginning in February, *Vogue* will bring exclusive backstage access from various Fashion Week capitals including New York, London and Paris to its Pinterest profile.

For Pinterest's summer push, *Architectural Digest* will showcase designs from creatives featured on the annual "2023 AD 100" list ([see story](#)). The outlet will focus additional content on the art of living in small spaces, from dorm rooms to homes with lower square footage.

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