

MEDIA/PUBLISHING

# The New York Times, Google bringing Style Outside' to Art Basel

November 21, 2023



*The outlet is continuing the column through September 2024, covering fashion found at events that many in luxury are preparing for. Image courtesy of The New York Times*

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By EMILY IRIS DEGN

*The New York Times* is bringing attention to fashion around the world.

Teaming up with Google, the publication is expanding its "Style Outside" column through September 2024, marking the launch of the new installment with a piece on Tokyo street looks through the lens of American photographer Simbarashe Cha. Using the Google Pixel 8 phone, the Emmy-winning creative is exploring apparel and culture, including at the upcoming Art Basel in Miami, an event many in luxury are activating for the news comes as Mr. Cha is appointed as a staff photographer and visual columnist after two years as a contributor.

"Street style remains at the forefront of creative innovation and at the very core of how design and art advance as well," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"Consequently, working with Art Basel makes a lot of sense," Ms. Serdari said. "This is an event that is multifaceted and complex, and as such it attracts a broad range of creatives, rather than just wealthy collectors exclusively.

"The new and unexpected (whether this is an outfit, a behavior, or type of music) often blossoms at events where so many creatives gather to celebrate culture."

Ms. Serdari is not affiliated with *The New York Times*, but agreed to comment as an industry expert.

## Activating for art

Through the fresh edition of "Style Outside," Mr. Cha is coming to a slew of events slated from now through September 2024.

With support from Google, the styles and outfits donned by participants will be showcased in video form, as *The New York Times* shines a light on how fashion is showing up at some of the world's most anticipated events. Art Basel in Miami is among the happenings to be attended by the photographer, a popular program that many luxury maisons participate in every year.



*As consumers show interest in creative works, getting involved with Art Basel could be a way for prestige labels to connect with consumers. Image credit: Art Basel*

Scheduled for Dec. 8 to 10, 2023, this time around the event will feature works from 277 galleries scattered across five continents, completed by both modern contemporary artists who are established in their careers and a “new generation of emerging stars,” according to Art Basel.

As *The New York Times* describes Mr. Cha as the “voice of a new street style generation,” he is perhaps a fitting person to be behind the camera, or rather, the phone, to shine a light on the fashion found throughout the Miami space.

Last year, luxury’s presence allowed maisons to connect with their clients. Many consider Art Basel specifically as a chance for luxury to engage in creative brand-building ([see story](#)).

With *The New York Times* there to document what consumers are wearing on-site, this interactive nature is only pushed forward thanks to the medium.



*As Mr. Cha will be filming on-site, luxury labels that manage to show up at events like Art Basel as sponsors or in the outfits of attendees will enjoy the coverage. Image courtesy of The New York Times*

“The benefit of live video as a medium to cover Street Style’ is the inclusion of context,” Ms. Serdari said.

“Certainly, static photography has been a great medium to isolate, document, represent individual styles and current trends,” she said. “However, most of the time, the emphasis is on an individual outfit rather than the frequency and intensity with which these outfits occur in their natural environments.

“Additionally, the viewer will get a sense of the physical environment as well.”

The art market continues to soar even as the high interest in creative pieces brought on by the pandemic cools ([see story](#)), making any involvement in the industry and huge gatherings focused on it potentially lucrative for luxury brands. 2022 marked the 20th anniversary of Art Basel in Miami, leading to the likes of French fashion label Louis Vuitton, Kering-owned Italian fashion house Bottega Veneta and Pernod Ricard-owned Champagne house Perrier-Jout joining in on the event ([see story](#)).



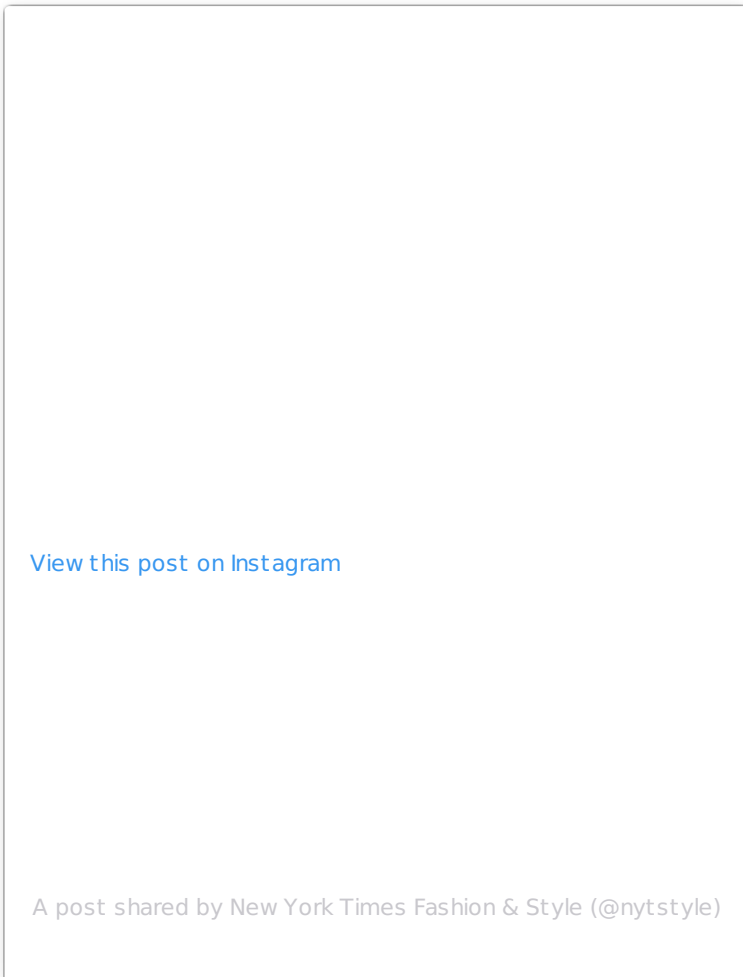
Luxury has been engaging with street-style culture, a relationship that could find its way into the images captured for the project. Image courtesy of *The New York Times*

As their customers continue to show a love for the arts, these houses should look for ways to engage with the field and other interests they hold, a fact *The New York Times* has broadcast in past reportage ([see story](#)).

### Streets to screens

From firesides to gallery showings, Art Basel is always immersive, allowing those who are just dipping their toes into the creative universe to enjoy the event alongside people who are deeply involved and informed.

It is this air of inclusion that Mr. Cha operates with, said to “humanize” fashion with his work.



A contributor to *The Times* since 2020, he started writing about and photographing street style specifically, a topic that is central to “Style Outside” and that marks another interest of luxury consumers, aside from art.

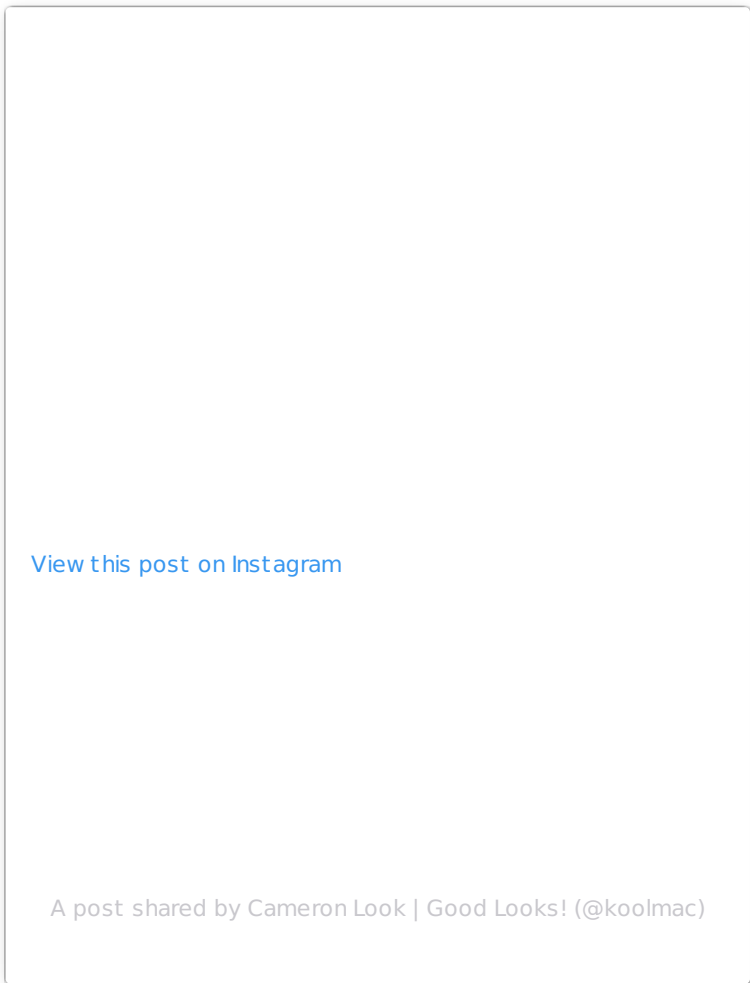
“In terms of creative strategy, luxury brands are always tapped into street style, simply because they remain ahead of the trends, but that doesn’t mean that the final product they sell to us is considered street style,” said Ms. Serdari.

“The influence the brand gets from street style may become a nuance, an edit, a minor adjustment or it may become the philosophy of a marketing campaign,” she said. “This may come as a surprise because the majority of consumers who look up

to luxury brands for inspiration would not make that connection, and most people cannot connect a rather conservative-looking luxury product with the essence of street style.

“Yet, the people who work in the creative studios of luxury brands are always learning from how style pioneers are putting their outfits together.”

Street looks are celebrated with “Style Outside” and its [freshly launched piece on Tokyo](#).



Today, Nov. 21, also sees the unveiling of “Through Their Lens,” which will launch across *The Times’s* digital ecosystem, social channels, custom content space and on the platforms of collaborating influencers. Through New York Times Advertising content firm T Brand Studio, the creative campaign shows how creators across cultures are using Google Pixel 8 to express themselves.

“Our Styles desk is always trying to help readers identify what’s noteworthy and forward-thinking,” said Stella Bugbee, editor of Styles at *The New York Times*, in a statement.

“This expansion of our Style Outside’ column represents our commitment to providing robust fashion coverage and inspiring our readers with looks from around the world, in a fresh and innovative way.”