

PRINT

Condé Nast Traveller taps Chanel, Omega for Sept. relaunch

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By RACHEL LAMB

Condé Nast Traveller is using its September issue as a launching point for a redesign under new editor Melinda Stevens with advertisers including Chanel, Omega, Christian Dior and Louis Vuitton to help kick it off.

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The new look is being defined as “wittier and edgier” and is likely being done to correlate with its new editor Melinda Stevens, who came on board this month. The issue will be on newsstands tomorrow.

“We will have a new editor, new look and new attitude,” said Simon Leadsford, publishing director on [Condé Nast Traveller](#), London.

“We want to make the most of the magazine experience in a wittier, edgier way,” he said. “It looks fresher, younger and punchier.”

Condé Nast Traveller has seven editions globally. The first edition of the magazine was launched in the United States in 1987, and in addition to the U.S. and British editions, Condé Nast Traveller is published in Italy, Spain, Greece, India and Russia.

Refreshing an image

There are a few new features in this month's edition.

One editorial piece is “Winging It,” an anonymous column on striving for the best when traveling.

There will also be a new feature called “The View from Here.” This will be written by a different celebrity each month and reflects on his or her travel adventures.



Condé Nast Traveller September issue

“Travel Geek” is a technology page featuring the best new travel gadgets and a full page has been dedicated to the “Books” section that will review the latest travel literature.

Another feature in the September issue is Giles Coren, who is eating his way from East Los Angeles to Muscle Beach.

Also, Condé Nast Traveller will now have “The Experts,” where the publication’s staff will solve readers’ travel enquiries.

Advertisers that will kick off the redesign include Louis Vuitton, Chanel, Dior, Dorchester Collection, Shangri-La and Omega.

Roads less traveled

Conde Nast Traveller’s redesign could be coming on the heels of another recently-renovated travel magazine, American Express Publishing’s Travel + Leisure.

Advertisers including Chanel, Cartier, Rolex, The Peninsula and the Bellagio are taking

advantage of advertising opportunities in the newly-revamped Travel + Leisure magazine, which relaunched for its June issue.

Travel + Leisure now contains a series of new features, marketing abilities and a refreshed look that could potentially engage consumers as they read, the publication said ([see story](#)).

Condé Nast Traveller is striving to be the first on the ground covering emerging destinations, and to give it a certain mouthy-savvy too, Ms. Stevens said.

The mix of eminent writers know the classics like the backs of their hands but are equally well-informed away from the tourist trail, and are also witty insiders with unique takes on intriguing neighborhoods, she said.

“There is an absurd proliferation of travelers on newsstands, so it is important to stamp our authority on the luxury travel market with by far the most sophisticated look,” Mr. Leadsford said.

“We have significant and superior photographic fire power matched by the most knowledgeable writers,” he said. “We want to be the first magazine readers turn to for new stories and emerging destinations.”

Final Take

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