

INTERNET

## W magazine joins Bomoda to target young, affluent Chinese

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Condé Nast's W magazine is bringing its insights and wherewithal to China through Bomoda, a digital community for Chinese luxury shoppers, with the hopes of earning life-long fans in this powerful consumer group.

The magazine will adjust its content to better relate to young and affluent Chinese consumers who hold substantial influence in the luxury market. W aims to keep this powerful group informed of global trends, products and stores with exclusive access to Global Style Premium Edition for Bomoda subscribers and other offers.

"The most powerful growth area in luxury consumption today is credited to Chinese consumers who are young, digitally savvy and globally minded," Brian Buchwald, CEO and co-founder of [Bomoda](#), New York.

"The appetite for the latest products, newest store openings and coveted trends is evident in their spending power at home and over seas," he said.

"This has been and continues to be a significant market for Western brands."

Keeping close

W seeks to cement its influence in the world's fastest rising luxury consumer segment. Bomoda has demonstrated that it is an essential link for western brands that want to tap into the Chinese economy with aplomb.

The linchpin is the Global Style Premium Addition offered by W.

From mid-October to mid-November W's Global Style will be available to Bomoda subscribers. Global Style identifies the destinations, styles and people currently warranting international attention.

Bomoda will also develop content specifically for its subscribers based on the editorial highlights from W.



### Bomoda's Web site

Ideally, glimpses at W's personality will pique consumer interest and generate subscribers. If that happens, W may consider stepping up their presence in China.

Currently the magazine's approach does not require much investment because of Bomoda's agency.



### Bomoda's Web site

"W reached out to us after finding our newsletter and recognizing the content and images matched well with the sophisticated and aspirational nature of their publication," Mr.

Buchwald said.

"Once they learned more about our attractive subscriber base and their makeup demographically and behaviorally it made sense to partner," he said.

The water's clear

Building a presence in China should be second-nature for brands interested in staying globally relevant.

Other companies have noticed Bomoda's important function and have reached out for a partnership.

Department store chain Bloomingdales also teamed with Bomoda to sponsor three Bomoda newsletters for Chinese shoppers in the United States ([see story](#)).

Since W's has a strong position as an arbiter of fashion, it makes sense that the magazine would want to target the Chinese.

"This is the first step in a long term collaboration of content and audience sharing," Mr. Buchwald said.

"Bomoda believes W's content is incredibly valuable in helping the Chinese consumer attain the 'Shishang [Beautiful] Life,'" he said.

"W believes Bomoda is uniquely capable of articulating Western fashion, beauty and culture in a manner that relates to the Chinese consumer but does not lose the inherent aesthetic and cultural value."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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