

CONDÉ NAST LAUNCHES THE CONDÉ NAST BEAUTY STUDIO

The New Studio Leverages the Expertise and Talent of Condé Nast's Brands for Beauty Clients with Cross-Platform Content

NEW YORK – September 11, 2018 – Today, Condé Nast announced the launch of the Condé Nast Beauty Studio, a newly created space at 1 World Trade Center where the most inspired and innovative beauty creators will leverage the company's best-in-class capabilities to produce content for editorial and for advertising clients. Using the new space, both editors and brand partners will have the ability to access a streamlined and efficient process to produce and release content faster—reaching beauty enthusiasts across all platforms.

With the launch of the Beauty Studio, Condé Nast is addressing a need in the marketplace to provide clients a competitive business option for producing quality content with the most influential brands and talent in the world. Condé Nast content is three times more influential* on the consumer purchase journey than content from other companies. In addition, the company reaches more than 240 million consumers monthly across social handles, and its videos average more than one billion views per month.

The Beauty Studio, led by Vogue beauty director Celia Ellenberg and Allure executive beauty director Jenny Bailly, will combine Condé Nast's unparalleled influence in beauty with top-tier insights and analytics, an award-winning branded-content video team, and experiential strategy to offer partners a range of solutions. Condé Nast will provide end-to-end services, from creative ideation, strategic planning and onsite production to the ability to rent the space for events with access to influential content creators, producers and talent. Editors will have the ability to use the Studio to hold deskside appointments and brand demos.

"We have a long history of delivering innovative beauty content, from editorials and photography to digital video and social media, inspiring millions of readers," said Ellenberg. "With the Beauty Studio, partners can now access our stable of creative, talented editors and reach an audience of engaged users looking for inspiration and recommendations from a trusted source—our brands."

"The Beauty Studio really stands at the crossroads of art and commerce, reclaiming authentically what branded content was meant to be, which is the ability to leverage our intimate knowledge of the audience and consumer by delivering content they want in a way that only Condé Nast can do," said David Lopez, vice president, branded content video, Condé Nast Entertainment. "This is an exciting project that is the result of multiple teams at Condé Nast working together to provide our clients with an effective solution for getting quality content to market quickly to capitalize on current trends."

NEUTROGENA and Dyson Supersonic™ Hair Dryer are the Beauty Studio's presenting sponsors. Furnishings are provided by Urban Outfitters Home.

"We are always seeking creative ways to engage with our consumer in the digital space," said Kerry Sullivan, NEUTROGENA® Facial Care Leader. "The Beauty Studio from Condé Nast provides us a new and agile way to create high-quality content that is going to resonate with our consumers."

"Using Condé Nast's Spire capabilities, we now have the ability to offer partners access to an end-to-end beauty advertising solution, complete with insight-led, quality content, targeted distribution across multiple platforms, and demonstrable ROI," said Lucy Kriz, chief industry officer, Condé Nast. "Pairing our world-class editorial, video production and experiential events teams with Spire's analytics is a solution that Condé Nast is uniquely qualified to offer our clients."

**Source: Condé Nast partnered with Tapestry Research to conduct [study](#); June 2018*

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 144 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit Condénast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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