

## **Reworld Media takes over the operation of the Grazia brand in the United States and creates the Reworld Media US Inc. branch**

**Reworld Media (ALREM) takes over the operation of the Grazia brand in the United States (previously under a license agreement with a partner) and creates the Reworld Media US Inc. branch, with the aim of evolving and growing in the U.S. market thanks to a targeted digital development plan of the global multi-channel platform [graziamagazine.com](https://www.graziamagazine.com) and premium publications.**

Grazia, the first 100% Italian fashion brand, had in fact introduced a **new business model** to the American media landscape, with an immediately recognizable editorial concept, addressing the needs of readers, consumers and companies. Grazia USA has in fact established itself as an innovative brand with a strong identity, a sophisticated, audacious and stimulating product, characterized by a visual narrative of great impact and highly interesting contents: fashion, beauty, celebrities, but also current issues, such as inclusiveness, sustainability and diversity.

“Grazia has always been a cutting-edge brand, which has become a true icon and point of reference for Made in Italy fashion and style in the world”, said **Daniela Sola**, Chief Executive Officer of Reworld Media Italia. «With our **international knowledge in publishing, both print and digital**, and our local team on the ground, we intend to strengthen the hybrid and digital first business model, thus creating a 360° experience of style, glamour and inspiration. This will enable us to oversee the brand in the United States, a strategic market that is a priority for us globally”.

“We are confident that Grazia is uniquely well-positioned for further expansion in the U.S.,” said **Stéphane Haitaïan**, Managing Director at Reworld Media. “The direct management of the brand is further proof of our strong ambitions in terms of international development and represents for us a new growth opportunity on a global scale. In fact, thanks to the uniqueness of brands in our portfolio, together with authoritative and quality content, and our know how in the digital and technological fields, we are sure that we can increasingly expand our borders”.

With the benefit of the international experience of a brand that is currently present with more than 20 editions worldwide, on all the most important fashion and luxury markets, this operation has allowed Reworld Media to continue to be present with Grazia in the United States and to consolidate its positioning in the haut de gamme women's titles.

With the new Reworld Media US Inc. branch, Reworld Media's international development project takes shape in a strategic global market in the luxury sector.

To join Reworld Media's Shareholder Club and enjoy its benefits, come right this [way!](#)

---

About Reworld Media: Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

- The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their consumption patterns.
- The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy.

The Group has to its name 81 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 11 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) and integrates its own technological performance platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media posts annual revenues of €506m, operates in 13 countries and has 1,185 employees.

**Euronext Growth Paris – ALREW - Code ISIN : FR0010820274 - [www.reworldmedia.com](http://www.reworldmedia.com)**

**Contacts – [investisseurs@reworldmedia.com](mailto:investisseurs@reworldmedia.com) / Ségolène de St Martin**

