

ICON

Reworld Media announces the 2024 launch of ICON in France

The Reworld Media group announces the French launch of ICON, a high-end international men's fashion and lifestyle media brand.

After more than 10 years of success in Italy and Spain, the brand, acquired in early 2023 from the Mondadori group, will launch next March.

The publisher plans to release 2 issues a year and to develop its digital offering exclusively on social media, marking a new and original approach to targeting men in the 35-40 age bracket.

Distilling elegance and style, ICON explores all the latest trends and hot topics in fashion, culture, sport and society. It is aimed at a trendy, curious and eclectic male audience in search of inspiration and discovery. ICON positions itself as a style-forward contemporary media outlet, highlighting the major iconic men of our times.

The project will be shaped by three leading figures from the world of fashion and culture. Andréa Tenerani, Editorial Director and former Fashion Director of GQ and GQ Style, will be contributing his expertise in masculine elegance. James Sleaford, Editor-in-Chief France, previously Editor-in-Chief of British GQ, will guarantee quality content and a forward-thinking approach. Luca Stoppini, Creative Director and former Artistic Director of Vogue Italia, will contribute his creativity and artistic flair to the ICON adventure.

In the words of Andréa Tenerani, Editorial Director: "With this launch, we are reinforcing and consolidating ICON's reputation at the international level. As an authority on fashion and elegance, the magazine will offer a unique and distinctive point of view."

"The launch of ICON in France is a crucial step for this touchstone brand in the world of men's excellence. The talent of its editorial teams, the exceptional quality of its content and its original positioning make ICON a unique brand with very strong growth potential on the French and international markets," says Stéphane Haitaïan, Executive Director of Reworld Media.

The aim of this development is to reach a new male audience in search of luxury and excellence.

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 posted annual revenues of €506m in 2022, operates in 16 countries and has 1,377 employees. Euronext Growth Paris – ALREW - Code ISIN : FR0010820274 - www.reworldmedia.com

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