

Men, Fashion & Lifestyle



STARTING TOMORROW, “ICON” RETURNS TO NEWSSTANDS & ANNOUNCES THE ACCELERATION OF ITS PRINT EXPANSION STRATEGY IN 2026

Boosted by its success in France, ICON magazine returns to newsstands on 4 December and is planning five editions in 2026, driven by a highly responsive premium print market and the desire to establish a regular editorial presence among its readership. As such, ICON is confirming its growing status as a go-to media brand for luxury brands, both in print and on social media. The brand has a strong presence on social media, boasting a community of around 93,500 followers (Instagram, TikTok) and attracting around 11 million views in November.

Resolutely forward-looking, this 5th edition of ICON showcases the emerging talents of tomorrow. In keeping with its identity, the editorial team has chosen “new faces” selected for their youth, creativity and enthusiasm: a new generation of musicians and artists rubbing shoulders with established celebrities such as actor **Pierre Niney**, rapper **SCH** and chef **Mory Sacko**. The magazine also offers a glimpse of the latest tech startups, the most stunning fashion creations and the “reboot” phenomenon on the car scene. A bold edition that seeks to draw the outlines of new horizons and new possibilities.

Talents that move mountains: SCH, Pierre Niney, Mory Sacko, and more...

Somewhat reticent in the media, rapper **SCH** treated ICON to an exclusive interview offering an unprecedented look at his career, creative universe and sources of inspiration for his music, while **Pierre Niney** talks about his role as a star coach in *Guru* and the challenge of playing this off-beat character. In a completely different vein, **Mory Sacko** open the doors of his kitchen and his culinary imagination, unveiling his vision to reinvent modern gastronomy through a concoction of boldness and tradition.

This exploration of talent continues with the **New Generation**, which ICON highlights through five promising young figures: extreme climber **Alexis Landot**, actors **Mamadou Sidibé** and **Sami Outalbali**, flamboyant rapper **Guy2Bezbar** and ruffled singer **Sam Sauvage**, each one an ambassador of creativity, energy and boldness.

Also featured in Edition 5

Always looking to the future, ICON introduces us to **11 young designers**, perfumer Georges Maubert, comic book author Théo Grosjean, activist Féris Barkat... and innovative fashion brand Ecoalf. And as generation also means passing on, ICON explores the links between “new fathers” and their sons, the relationship between elder and younger brothers, and sharing between experienced chefs and budding young cooks.

“**Beauty**”: between iconic fragrances that surprise as much as they seduce, and Parisian spas where time seems to stand still, ICON has curated this section for men who care about their well-being and those little details that make all the difference.



“**Timepieces**”: for watch enthusiasts and lovers of refined design, ICON returns to the cult model, *the Rolex Land-Dweller*, the perfect embodiment of robustness and elegance, while unveiling other exceptional models blending technique and aesthetics and celebrating the art of fine details and mechanical excellence.

“**Travel**”: ICON takes its readers to Rodrigues Island, the discreet jewel of the Indian Ocean, and a selection of exceptional hotels around the world where luxury and originality go hand-in-hand. For snow lovers, the magazine presents its choice of unique alpine spots enjoying spectacular views. A subtle balance between exotic getaways and snowy hideaways.



And for the second year running, ICON is hosting a **fashion radio column in the Iconic Business programme on BFM Business** presented by Audrey Maubert, a monthly encounter that confirms the magazine’s central role in the world of luxury and men’s fashion.

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About Reworld Media

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 uses and 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 more than 80 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 12 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Marmiton, Gourmand, Top Santé, Doctissimo, Télé Magazine, etc.). It also integrates its own technological performance platform, in particular as a marketing partner with 180,000 affiliated sites worldwide. Founded in 2012, Reworld Media posted annual revenues of €534,7m in 2024, operates in 11 countries and has 1,275 employees.

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