



MONDADORI

PRESS RELEASE

GRAZIA CHINA PREVIEW AT THE EXPO SHANGHAI 2010

The magazine is a media partner of the Italian Pavilion

Segrate, 28 April 2010 – **Grazia Cina** is a **media partner** of the Italian Pavilion at the Universal Exposition in Shanghai which begins on 1 May.

A showcase for made in Italy excellence in China, the area dedicated to Italy has in *Grazia* - an international ambassador of Italian style - the ideal partner. *Grazia* is the only weekly in the world published in Great Britain, France, Germany and Italy as well as other leading foreign markets.

The journalists of *Grazia China* were able to have a **preview**, accompanied by the **Italian government's General Commissioner for the 2010 Shanghai Universal Exposition Beniamino Quintieri**, of the Italian pavilion and to complete an exclusive fashion shoot **Song Jia**, one of China's most talented actresses. The photographs, published this week in the magazine, have as a running theme the multiple facets of Made in Italy, as inspired by a range of Italian designers.

Grazia China will also produce an **official guide** for all of the events organised at the Italian Pavilion: '**Grazia Expo Express**' will be a live showcase of the Expo, what's new and what should not be missed. The guide is published from today across China as a monthly supplement to *Grazia* (a circulation of over 600,000) and will be **distributed** with an extra print run **directly from the Italian Pavilion**, in six separate issues over the course of the Expo.

Grazia China, the country's first news and style glossy, was launched in 2009 thanks to an agreement between the Mondadori Group and SEEC Media Group Limited. The magazine celebrated its first anniversary in March with a special issue, which sold out in just two days, and a series of promotional activities that were widely successful around the country. *Grazia China* is also online at www.grazia.onlylady.com.

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