

## **PRESS RELEASE**

### **PANORAMA ICON: THE NEW FASHION AND LIFESTYLE MAGAZINE FROM THE WEEKLY PANORAMA**

*Segrate, 20 April 2011* - Friday 29 April sees the launch of ***Panorama Icon***, a new magazine dedicated to fashion and lifestyle from the weekly newsmagazine *Panorama*, edited by Giorgio Mulè.

*Panorama Icon* presents the contemporary man and the icons that represent him through the vision of photographers, journalists and stylists of everything that is style and trends in fashion, art, business, design, architecture and culture.

The magazine, edited by **Emanuele Farneti**, is aimed at readers interested in new lifestyles, trends, travel, consumer goods and the discovery of the secrets of the excellence of Made in Italy. The images are one of magazine's strong points: extensive fashion services, reports and portraits by leading Italian and international photographers.

For the cover of the first issue *Panorama Icon* has selected a great icon of international cinema, Vincent Cassel.

The magazine also boasts among its contributors some of the most prestigious **international names** in fashion, lifestyle and news. Exclusively for Italy, Suzy Menkes, the world's most celebrated fashion columnist, will write for *Panorama Icon*. The last page will be given over to an authentic icon of Italian style, Anna Piaggi, who will recreate her historic "Anna-chronique" column; one of the leading British journalists, Luke Leitch, fashion editor of *The Daily Telegraph*, will do exclusive interviews with personalities from the fashion system; Carlo Rossella in "Maschile Singolare" will reveal the secrets of the protagonists of international style and elegance; and Vittorio Feltri will explore the must haves of the male wardrobe in "Capi Indiscussi". Among the names featured in the first issue are the journalist-writers Pietrangelo Buttafuoco and Marco Ferrante, art critic Francesco Bonami, music critic Riccardo Bertoncelli, film critic Gianni Canova, lifestyle expert Cesare Cunaccia, and the writer Marina Valensise. The title's fashion director is Andrea Tenerani.

*Panorama Icon* has already been appreciated by the advertising market with sales of 125 pages in the first issue, which has a total pagination of 276 pages. A number of companies have also decided to plan their future campaigns in subsequent issues of the magazine during the rest of the year.

“The launch of *Panorama Icon* will allow us to reinforce our presence in the male fashion segment, with a product that is increasingly in line with the needs of companies operating at the upscale end of the market,” claimed **Angelo Sajeve**, chairman and chief executive of Mondadori Pubblicità. “We are very proud of the result we have achieved and particularly satisfied by the positive reaction of advertisers in the fashion and beauty sector, traditionally very conscious of the image and prestige of a title,” Sajeve concluded.

*Panorama Icon* is marked by an elegant look and high qualitative level, thanks to a large format (23 cm x 28.5 cm), that highlights the impact of the photographs and with a cover with an unseen tactile effect that combines matt and gloss.

The launch of the magazine will be supported by an advertising campaign planned on national newspapers, Mondadori magazines and titles in the sector.

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