



MONDADORI LAUNCHES THE NEW *FLAIR*, THE WOMEN'S SUPPLEMENT OF *PANORAMA* DEVOTED TO UPSCALE FASHION IN ALL ITS ASPECTS

Segrate, 15 March 2012 - *Flair*, the Mondadori women's title first launched in 2003, will appear after the summer in a completely new guise with a new editorial team and a more international feel.

The new *Flair* will feature a surprising editorial mix highlighting all of the most fascinating aspects and impact of **style**, with a special focus on made in Italy creativity in international fashion. *Flair* will be a magazine with a highly contemporary vocation that anticipates trends, pays particular attention to image and is able to identify new talents and make connections between the cultural phenomena that revolve around the world of women's fashion and cosmetics with the support of world famous writers and photographers.

Flair will therefore take up the female side of the upscale offer of *Panorama*, the newsmagazine edited by Giorgio Mulè, alongside *Panorama Icon*, the title male lifestyle supplement, successfully launched in the spring of 2011.

Flair will be edited by Emanuele Farneti, who will also continue to edit *Panorama Icon*. The editorial team will benefit from the addition of prestigious new members, starting with the fashion editor Fashion director, Sissy Vian, who comes with extensive experience in some of the fashion world's most prestigious titles, including *Harper's Bazaar* USA and UK, *Vogue* Italy, *Vogue* Spain and *Vogue* Japan, for which she is currently senior fashion editor.

The new creative director will be Susanna Cucco, who having participated in such editorial initiatives as *L'Officiel Hommes*, *L'Officiel Hommes Italy*, *FFM*, *Fantom* and *Boiler*, in recent years has been successfully engaged in fashion projects, luxury branding, advertising campaigns, as well as books and art exhibitions, working with some of the world's leading photographers.

Flair will benefit from expanded distribution to the qualified target of *Panorama*, the Mondadori newsmagazine that offers to both readers and the market, in the year of its **50th anniversary**, an increasingly **rich and varied communication system** which now includes the women's up-market sector.

The launch of the **new *Flair*** is scheduled for after the summer (with three issues in 2012).

Mondadori has launched a competition for the development of an advertising campaign for the new *Panorama*, that will also appear on the market after the summer with a number of other new features.

Heads, Hi!, Ogilvy and Mather Advertising and Saatchi & Saatchi are the agencies that will be bidding for the contract. All of these internationally renowned agencies will attempt to develop a communication platform which in the mind of Mondadori need to have a strong, recognisable and distinctive impact, able to transmit to the target the huge transformation of the newsmagazine edited by Giorgio Mulè for which Mondadori expects to support with a 360° multimedia communication campaign, across a range of media, from TV to the web, print and social media.

The selection of the winning creative solution will be made around the middle of April.

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