

## INTERNATIONAL ACTIVITIES: *FLAIR* REACHES GERMANY

*Segrate, 27 August 2012* – From this month **Flair** will also be available in Germany, thanks to the licensing agreement between Mondadori and Mediengruppe Klambt, a leading publisher consumer magazine market.

First magazine to cover fashion and interiors in a single upscale title, *Flair Fashion&Home* is an exclusive upscale title aimed at trendsetting readers interested in style.

“We are delighted with this new initiative with Mediengruppe Klambt, the partner with whom we have already successfully published *Grazia* in Germany,” declared **Zeno Pellizzari, Mondadori’s head of International Activities**. “This operation will further strengthen the positioning of our International Network in the German-speaking market, one of the biggest magazine markets in Europe,” Pellizzari concluded.

“With the launch of *Flair Fashion&Home*, we will broaden our magazine portfolio with another exclusive brand, thus continuing to implement our expansion strategy.” declared **Lars Joachim Rose, Chairman of the Klambt publishing group**. “I am very happy to further expand our excellent relationship with Mondadori through the launch of this magazine”, he concluded.

*Flair Fashion&Home* is destined to become a point of reference in Germany among women’s magazines by responding to two of women’s great enthusiasms: fashion and interiors. The magazine, which will always have two covers - the first dedicated to fashion and the second to the world of living - handles its subjects in a sophisticated and original way. Characterised by an outstanding visual impact, its quality, exclusive and detailed approach, the monthly will also always include sections on beauty, wellness and a ‘save the date’ feature for unmissable appointments for films, music and books.

The monthly, which has a target circulation of 100,000 copies, is on sale in Germany and German-speaking Switzerland. Marking the launch of *Flair Fashion&Home* the title will have a particular packaging to capture the attention of readers.