

VOGUE AND VICE PARTNER TO LAUNCH EDITORIAL COLLABORATION

The Two Influential Brands Will Partner to Create a 100-Day, Editorial Pop-Up Highlighting Important Topics, Moments and People Driving Culture

NEW YORK – October 19, 2017 – Vogue and VICE today announced a partnership to produce a first-of-its-kind editorial collaboration featuring content from both dominant brands. The multi-platform partnership, which will feature a new website and exist across the brands' platforms, will showcase figures, movements and issues making an impact on society today, with each week highlighting a different theme. Content will be produced by a dedicated team consisting of both Vogue and VICE editors, and will be rolled out over a 100-day period. Audiences can expect a mix of videos, photos, longform storytelling and more, to be promoted by both brands on social media. The partnership, tentatively titled Project Vs, is set to launch in early 2018.

"Vogue and VICE may appear to some to see the world through different lenses," said Anna Wintour, Condé Nast artistic director and editor-in-chief of Vogue. "But, in my view, both are fearless and breathtaking, with unquenchable curiosity and vigor. This collaboration will benefit from two talented editorial teams working together to produce relevant and exciting stories about the way we live now."

"What started as a slow dance collaboration has quickly become a high speed collision between VICE and Vogue, juxtaposing the many social, political and cultural tensions of our times to create a capsule commentary on the world we live in," said Tom Punch, chief commercial and creative officer of VICE. "We're very excited to see where Project Vs will take us all."

The partnership will be unveiled at the Omnicom Media Group Final Front today, to a room including some of the industry's largest brands. Condé Nast will be leading the advertising process for the collaboration, with Vogue chief business officer Susan Plagemann overseeing efforts, in coordination with the VICE team.

About Vogue:

The foundation of [Vogue](#)'s leadership and authority is the brand's unique role as a cultural barometer for a global audience. Vogue places fashion in the context of culture and the world we live in — how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Vogue immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, Vogue defines the culture of fashion.

About VICE MEDIA:

VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 30 countries and distributes its programming to viewers across digital, linear, mobile, film and socials. VICE includes an international network of digital channels; a weekly and daily news programming partnership with HBO; a television and feature film production studio; a magazine; a record label; an in-house creative services agency; and a newly launched international TV network, VICELAND.

VICE's award-winning programming has been recognized by the Academy of Television Arts & Sciences, Peabody Awards, Sundance Film Festival, PEN Center, Cannes Lions, Frontline Club, Knight Foundation, American Society of Magazine Editors, LA Press Club, James Beard awards, and Webby Awards, among others.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, SELF, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, WIRED, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

MEDIA CONTACT:

Jill Weiskopf, Condé Nast: jill_weiskopf@condenast.com

Zara Rahim, Vogue: zara_rahim@condenast.com

Ian Fried, VICE: ian_fried@vice.com