



PRESS RELEASE

THE CHINESE EDITION OF STYLE MAGAZINE

PRESENTED IN MILAN YESTERDAY

Milan, 28 March 2018 – **Style Magazine**, the Italian monthly men's magazine owned by RCS MediaGroup and directed by Alessandro Calascibetta, **was launched in China under license by Hemei Group** - a player 360 degree dedicated to activities connected with the luxury world in China already publishing fashion and lifestyle titles.

The Chinese edition of Style Magazine was presented to advertising market in Italy yesterday evening during an event hold in the restaurant of the chef Carlo Cracco, framed by the wonderful Galleria Vittorio Emanuele in Milan.



“Thanks to the partnership with RCS MediaGroup we are glad to offer in China a dedicated monthly magazine with the unique formula of Style Magazine.” – *stated Cameron Bai, publisher of Style Magazine China* – “A top-class excellence with a “made in Italy” soul perfectly integrating and enhancing our “luxury retail network” which includes more than 200 solo brand boutiques in the main 50 Chinese cities and a database of over 300,000 VIP affluent luxury shoppers.”

“No other magazine than Style encapsulates the lifestyle of Italy and we are excited to bring it to our Chinese readers. Style is not a magazine about Italy, it is about the Italian spirit to enjoy life in style.” - *said Johannes Neubacher, Editor in Chief of the Chinese magazine.*

“The partnership with Hemei Group is a very relevant chance to export one of our most prestigious brand to one of the most dynamic markets in the world.” - *added Luca Traverso, Magazines Division Director at RCS MediaGroup.*

Style Magazine China was launched in January 2018 and its print-run roughly is 400,000 copies for issue. It is distributed in newsstands, in the main airports and hotels and through an exclusive circuit of solo brand boutiques.

Style Magazine China advertising sale for Italy and the rest of Europe is managed by Piero Mezzanica and his team by International Media Hub through the associated company MKT Worldwide.

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