



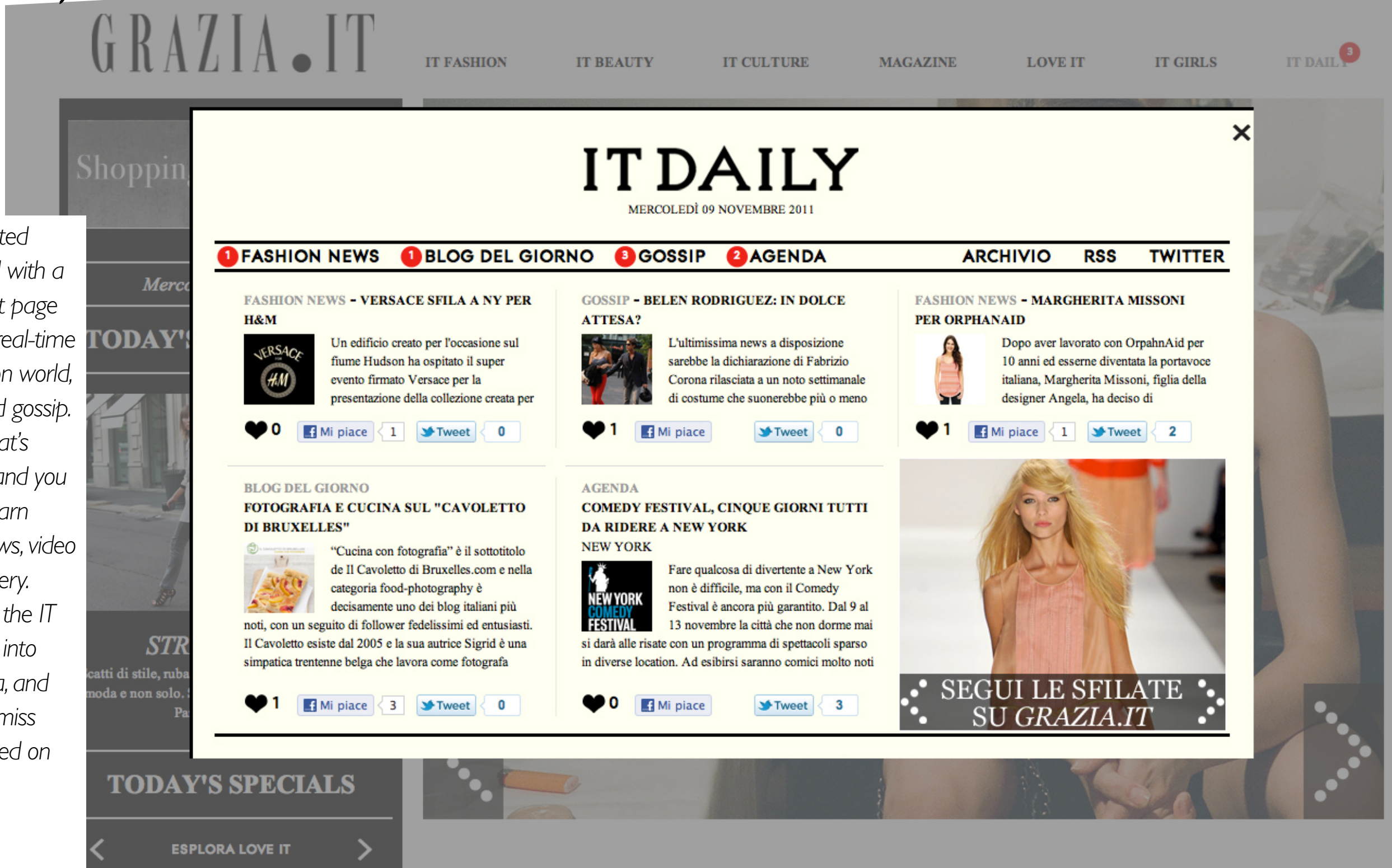
**GRAZIA**  
INTERNATIONAL NETWORK

*news*  
**LETTER**

November 2011

# A DAILY, UPDATE AT **GRAZIA.IT**

Grazia.it has inaugurated the IT Daily, a channel with a layout just like the first page of a newspaper with real-time news about the fashion world, events, exhibitions, and gossip. Readers will know what's going on at a glance and you just need to click to learn more through interviews, video clips, and a photo gallery. They can also browse the IT Daily archives, divided into Fashion News, Agenda, and Gossip, so they won't miss anything that happened on previous days.



# GRAZIA UK'S GLADRAGS AND HANDBAGS

Grazia UK teamed up with the **charity Kids Company** to present the world's most amazing sample sale, featuring every designer you could think of, and everyone was invited! Items included pink sandals from Rupert Sanderson, a leather purse from Anya Hindmarch, a Mulberry Bayswater bag, a Christian Dior dress, and donations from celebs including Laura Bailey and Tamara Ecclestone plus outfits worn by Naomi Campbell and Florence Welch.



## GRAZIA'S PAYDAY YAY!

Grazia UK unveiled its new monthly section to give readers the essential 100 hot buys under £100 every payday. A range of Payday Treats for readers from top high street retailers -- including Donna Ida, Urban Outfitters, Nails Inc and Office -- formed part of the section.

## Grazia Daily's @ Bloggers Night

Grazia Daily threw a party on London's Carnaby Street to meet upcoming fashion bloggers. Each blogger gave a 'BlogBrag.' There was mingling, networking and Grazia goodie bags for all.



# LILLI BECKER: GUEST EDITOR FOR GRAZIA

Issue 47 of Grazia Germany had a special editor: Lilly Becker, the charming wife of tennis legend Boris Becker and a fashion icon. Lilly worked hard with the whole editorial Grazia Germany team to produce an exclusive fashion spread with top model Franziska Knappe. Lilly also talked about her dream of having children and next year's new

fashion trend, maternity clothes that she would love to wear in the near future. Claudia Ten Hoevel, Grazia Germany Editor-in-Chief, said this about Lilly: **"She's a real GRAZIA-Lady and a big fan of the magazine. The whole team loved working with her editing fashion pages, discussing news, and sharing the latest gossip."**



*Cooperation  
with KIEHL'S*

In occasion of its 160th anniversary, Grazia teamed up with Kiehl's and offered readers a chance to receive an exclusive lip gloss by presenting Grazia's coupon in Kiehl's nationwide shops. In offer the lip gloss shade "Berry 1851".





For the third time this year, Grazia created a QR edition called 'The Love Issue'. This particular edition featured Talented New Artist Krystl: scanning the code on the cover, readers could hear Krystl sing her new single! If they scanned different QR codes in the issue, they also learned more about the latest fashion, beauty and showbiz news....  
Grazia comes to life!

# SINGING COVER!



## GRAZIA ANDROID APP



The Android market is booming, and the Grazia Holland App had to be a part of it! Since the launch of the iPhone app, the **Grazia Holland App has been downloaded 46,747 times**. Now that the Grazia App can be downloaded on the iPhone and Android, Grazia readers will be up to date 24/7 about the latest fashion and show biz news in Holland and around the globe. Hilmar Mulder, Grazia Holland Editor-in-Chief, announced, "After the launch of the iPhone App, the Android App was on top of our list. Our readers can now be always connected and they will be up-to-date about the latest fashion and showbiz news."  
The Grazia App can be downloaded from the Android Appstore.

**TEN TOP STORIES THIS WEEK**

*Get the look...*

**READY, SET, RUNWAY!**  
Grazia steals the show (or at least one challenge) on *The Celebrity Apprentice*. In her own words, our ed. Kellie Hush, takes us behind the scenes...

**6** **THIS** episode is the Grazia fashion show challenge. Easy for an at magazine HQ but can the celebrities get it right? The deciding factor will ultimately be whether the clothes so show are good enough for the pages of Grazia and if they are, I'll write a cheque for \$20,000 for the winning team's charity of choice. I'm liking this already...

**DAY 1: MEETING PAULINE, MAX AND CO**  
Vaucluse House, Sydney, dawn. I'm convinced I'm going to beat "you're fired!" even before the cameras start rolling. No one sent me the memo that we'd be standing out in the freezing cold at 6am to shoot the first episode, so I'm dressed for high summer. My knocking knees and blue lips provide quite a challenge for the camera crew and makeup artist. I stand as close as I can to Mark Bouris, secretly hoping he'll wrap his arms around me (yes, he is incredibly handsome in the flesh), but the guy is focused – and a little scary – as this is work not play. A blanket is found to wrap around me between takes. Damn.

**DAY 2: FITT STREET POSE-OFF**  
Feeling rarer at home (with my blanket on set). A massive catwalk in Pitt Street Mall, Sydney, is ready for the celebrities to showcase what they'd managed to pull together in a day. A day! There would be a major meltdown if I had my fashion team they had to pull a show together in just 24 hours. The strain is showing. The celebrities are competitive and they are perfectionists, with no love lost between any of them. There are several moments (which you'll understand when watching Tuesday's episode) where I cover my eyes with my clipboard.

**DAY 3: BOURIS'S BOARDROOM**  
D-day. I have a meeting with Mr Bouris to tell him how the celebrities got on and who I want to award the cash to. We do a run-through while the cameras are set up. He tells me I tell him to listen too much. Do I? Must admit I'm too afraid to listen to what I'm actually saying. I deliver the verdict and my maily TV apprenticeship comes to an end.

**TUNE IN!** Catch Kellie over two nights, starting Monday November 7

**IT'S A WALK-OFF!**

1. Hush \$100, \$199 (2012) 14/10  
2. Sam Taylor \$100, \$178 (2012) 15/10 3. Diva \$100, \$178 (2012) 16/10  
4. Carla Zampatti \$100, \$178 (2012) 17/10 5. Adele \$100, \$178 (2012) 18/10  
6. Pong \$100, \$178 (2012) 19/10 7. Carole \$100, \$178 (2012) 20/10  
8. Lorna \$100, \$178 (2012) 21/10 9. Lisa \$100, \$178 (2012) 22/10

www.grazia.com.au 27

Kellie Hush, Grazia Australia Editor-in-Chief (left), appeared on Channel 9's new prime time show called "Celebrity Apprentice". The topic of the episode was the Grazia fashion show challenge. Kellie Hush was asked to judge whether the clothes on show, chosen by two challenger teams, reflected the mood and tone of Grazia. The prize was a \$20,000 check for the winning team's charity of choice. Whenever style and fashion are the topics, Grazia is on call!

# GRAZIA RACE DAY

Grazia sponsored a race during Melbourne's Crown Oaks race day. Grazia's Editor-in-Chief Kellie Hush gave the prize to the winner of the Grazia Stakes and the horse was dressed with Grazia silks. The Victoria Racing Association also handed out copies of Grazia during race week.



# Grazia@Celebrity Apprentice

# ONLINE MIX&MATCH COMPETITION



GRAZIA China launched a micro-blogging competition with 5 professional judges, including international supermodel Qinshu Pei, a Hong Kong fashion columnist, the most popular fashion blogger in China, and fashion photographers. The official website feature page (<http://feature.grazia.com.cn/showme/>) and the official micro-blogging activity page (<http://event.weibo.com/262072>) attracted the attention of ten thousand users, including 2,248 people who participated in this event in the last 20 days. Now the competition is about to enter its second stage. The judges selected twenty candidates who must pose in a photo that will compete for the Best Outfit Award and be voted by millions of users. Five finalists will be chosen. The first-place winner will receive a Tod's handbag. The photos of the other four runners-up will appear on the official GRAZIA China website.

# TV SHOW

*Grazia China appeared on China's most popular fashion TV show "Mei Li Qiao Jia Ren". Grazia China Fashion Editor was invited to talk about her experience and how to take perfect fashion photos.*



# Vidal Sassoon



GRAZIA China's readers Club collaborated with Vidal Sassoon for a haircare workshop in Beijing, Shanghai, and Chengdu. Thirty lucky readers were selected to attend this event, where senior hair stylists presented haircare trends and answered readers' questions. All participants received gifts provided by the brand.

# BIG B-DAY ISSUE



To celebrate its 6th birthday, Grazia Middle East put together **its biggest issue ever**. The magazine, on shelves November 30, included special topics such as Grazia's Top 40 in celebration of the UAE National Day on December 2, a special street style where Dubai's fashion pack showed how they got party-ready, and a special 10-page shoot called 'Glamour's uprising' that showcased the most famous Middle Eastern designers. The issue also had several other exclusive articles: bumper

fashion charts, a local faces-of-the-future feature, an interview with Lady Gaga, and an extended fashion section. **Exclusive guests of the issue were Domenico Dolce & Stefano Gabbana**, who wrote a letter to Grazia's readers, gave a preview of their new luxury jewelry line, and a sneak peek of their homes. Grazia also threw a party for the occasion that was attended by designers, socialites, and other prominent faces of the fashion industry who came to celebrate with Grazia's team.





# JAKARTA FASHION WEEK

NOVEMBER 12-18, 2011

- 51 SHOWS
- MORE THAN 180 LOCAL AND INTERNATIONAL DESIGNERS
- MORE THAN 2.000 OUTFITS



# GRAZIA *Glitz & Glam*

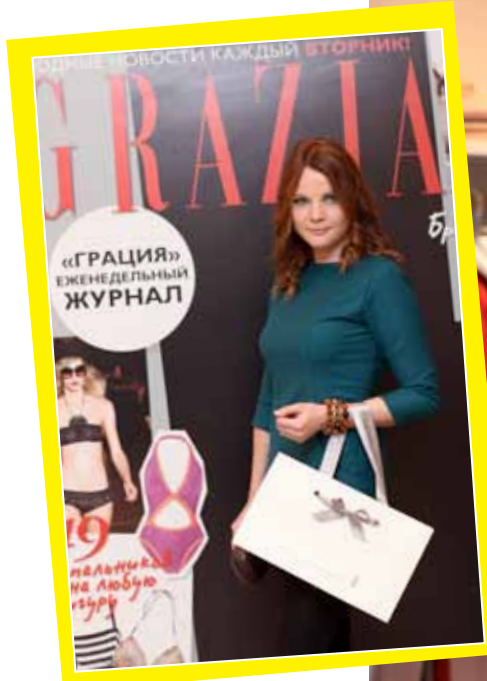
During Jakarta Fashion Week, Grazia held its second Grazia Glitz & Glam fashion show that featured fashion labels by **eight celebrities**. Grazia Glitz & Glam also presented the first edition of the **Grazia Glitz & Glam Awards**. Readers voted through [www.grazia.co.id](http://www.grazia.co.id) and the winners were chosen by a panel of judges that included seven prominent PR people in the luxury fashion industry. Grazia Glitz & Glam received good coverage in print and online media and good response from celebrities.

Grazia is a sponsor of the LPM Entrepreneur Award for outstanding alumni of Lomba Perancang Mode (Young Fashion Designer Competition) organized by Femina Group, in conjunction with Istituto Marangoni of Milan. The winner will be granted a short course in Fashion Business at Istituto Marangoni in Milan. Zornia Harisantoso, Grazia Editor-in-Chief, was one of the jury members (below).



# SCHUMACHER'S *first anniversary!*

Grazia Russia held a cocktail party to celebrate the first anniversary of the popular boutique Schumacher, which was opened last year by the German designer Doroteya Schumacher and has become very popular among Moscow fashionistas. During the party, guests drank champagne, tried on clothes from the winter collection, and had a quick hair makeover by stylists. The main event of the evening was a master-class by GRAZIA's Fashion Editor, who taught guests how to accessorize and coordinate a simple white blouse with different looks for daytime, evening, and parties. There was also a style Q&A session afterwards. Many local celebrities, It-girls and regular clients attended the



From the top left, in the clockwise: Ekaterina Vylichenko, actress; Natalia Kosteneva in Schmacher, actress; Slava Nikitin.

# GRAZIA & KAREN MILLEN COCKTAIL!



Grazia threw a party for the 30th anniversary of Karen Millen and also gave its readers a coupon for a 30% discount on shoes and accessories from the anniversary collection. Moreover, Grazia organized a sensational contest with prizes that included a Karen Millen dress and handbag up for grabs for the third and second-place winners, and an amazing photo shoot for Grazia magazine under the guidance of fashion director Alisa Judkova for the lucky first-place winner.

From left : the winner of Karen Millen's dress and Aliona Peneva, Grazia Russia Editor-in-chief.

# Design and fun at **ATOSA!**



Grazia organized an evening of fun and cocktails at Atosa, the multi-designer store named after a Persian princess with an eclectic mix of Indian designers as well as an interesting mix of South East Asian one. The purpose was to celebrate the festive winter collection of James Ferreira, Shahid Datawala and Vizyon.



1-From left: Mehernaaz Dhondy (Grazia India Editor-in-chief), Aparna Badlani, Azmina Rahimtoolah and Ekta Rajani (Grazia India Fashion Director); 2-Anandita Dé 3-Shradha Murarka (Creative Director of Vizyon) between designers James Ferreira and Shahid Datawala 4-Marielou Phillips (Head Press and PR at Chanel India); 5-Actress Sagarika Ghatge; 6-Designers Masaba Gupta and Shaheen Abbas



