

FOR IMMEDIATE RELEASE

Dubai. March 20th, 2018.

GRAZIAME**.com is now live**

Instant Graziafication just got easier as the region's most exciting, luxurious, innovative and agenda-setting brand is set to change the game again for 2018, thanks to the highly anticipated launch of their digital platform.

Smart, slick, stylish, and shoppable, Grazia**ME**.com will now deliver the *Grazia* Middle East brand's much-loved mix of fashion, beauty, news, celebrity and luxury direct to *Grazia* girls on the go, complementing print and social-media channels for a complete 360 conversation with our audience, led by Digital Editor Olivia Phillips, who brings over a decade of editorial experience to the role.

Blurring the lines between editorial and ecommerce, Grazia Shop brings see-now-buy-now to life, enabling readers to shop covetable curations by team *Grazia*, and host takeovers by our coterie of Insta Stars, and selected brands.

Joining our community of ambitious, aspirational, intelligent and successful women are a #GraziaGirlGang of contributing editors and experts in the fields of style, food, modesty, body positivity, film, music, and adventure to tell the stories that matter in the Middle East.

Grazia Middle East Editor in Chief Alison Tay says, "We're so excited to offer our readers more ways to connect with and contribute to conversations about how we can all make a difference in the world, and to extend the brand's reach further in the GCC."

ENDS

For editorial queries please contact:

Digital Editor
Olivia Phillips
+971 4 444 3681 olivia.phillips@itp.com

For sales queries please contact:

Group Commercial Director
Mirei Avdou
+971 4 444 3403 mirei.avdou@itp.com

Notes to editors

About *Grazia* Middle East

Launched in 2005 *Grazia* Middle East is the only international women's lifestyle weekly in the region with an intelligent curation of high street, contemporary and luxury fashion, alongside an engaging mix of news, lifestyle and the stories that matter to the Middle East. The launch on the digital platform complements the print and social media channels for a complete 360 conversation with *Grazia* readers on demand.

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

ITP Live, which was designed to extend the company's digital footprint as well as enhance its total reach on social media, is the region's largest and most engaged social influencer agency. www.itpliveme.com

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations. ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP's newest division, ITP Ignite, has been created to offer the full range of the group's services and expertise to clients, offering a one stop solution for media projects. It works across the following divisions: social media management, content creation, brand enhancement and customer publishing.

www.itp.com