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GQ Middle East launches its inaugural issue

GQ Middle East's debut issue hits newsstands on 4th October, marking the 21st global edition of the brand. The October issue launches together with its bilingual online platform gqmiddleeast.com, and will offer a fresh and dynamic take on fashion, style and features that GQ is famed for in a new region, The Arabian Gulf. GQ Middle East will be published by Condé Nast International, under licence agreement with ITP Media Group.

The dual-cover launch edition features Emmy-Award winning Egyptian-American actor Rami Malek, who plays the iconic Freddie Mercury in the upcoming Queen biopic, *Bohemian Rhapsody*, and is recognised for his role on *Mr. Robot*. The cover story was shot by former creative director of American GQ Jim Moore and world-renowned photographer Peggy Sirota, and is accompanied by a full inside feature.

Abu Dhabi-born, Adam Baidawi will oversee the editorial direction of GQ Middle East as the youngest Editor-in-Chief of the brand. Baidawi commented, *"Our vision for this GQ is to bring the world to the Middle East and the Middle East to the world. We're exploring this region with fresh eyes to both inspire and reflect our reader: the modern, accomplished man."*

The launch issue is full of original editorial content, including a previously unseen photo essay from 1960s Afghanistan, a fashion shoot with Saudi film producer Mohammed Al Turki, essays from across the Arab world, a guest fashion column from Tan France, and an expansive interview with award-winning Lebanese director Nadine Labaki.

Baidawi continued, *"The multimedia content created for GQ Middle East reflects the region itself: smart, stylish, challenging, familiar and always, always evolving."*

The launch will be accompanied by a 12-week series of experiential events covering the key pillars of the brand – style, watches, sports, culture and fine dining. As part of the celebrations, GQ Middle East will host a launch event on 17th October as well as an exclusive dinner at a secret location on a private island off the coast of Dubai.



Karina Dobrotvorskaya, Executive Director Editorial Development at Condé Nast International remarked, *“Condé Nast International is thrilled about the launch of a new GQ. As one of our leading brands, GQ helps define the role of a modern man in a fast-changing world. The Middle East is an incredibly dynamic and vibrant region, full of passion, curiosity and an appetite for fashion and luxury, but also full of different lifestyle standards. GQ Middle East will combine international fashion and publishing expertise with the local tastes and aspirations.”*

GQ Middle East is the twenty-first edition of the multimedia brand worldwide. GQ is published in the United States, Britain, France, Italy, Germany, Spain, South Africa, Russia, Japan, China, Taiwan, Mexico & Latin America, India, Korea, Brazil, Australia, Portugal, Turkey and Thailand.

GQ Middle East will be available to purchase on newsstands on 4th October in Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, Oman and Lebanon.

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For further information please contact:

Lisa Rokny, Group Publishing Director – Luxury Division

lisa.rokny@itp.com

04 444 3595

Notes to editors

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 influencer agency. Brands include major international and regional names such as Time Out, Arabian Business, Harper’s Bazaar Arabia, Hello! Middle East, Construction Week and Condé Nast Traveller Middle East, plus representation of leading digital talent including MoVlogs, Rosemin Manji and Hassan Ghoneim. ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a multi-platform approach. www.itp.com



About Conde Nast International

Condé Nast International (CNI) sets the benchmark for publishing excellence with leading print and digital brands including Vogue, Vanity Fair, GQ, Wired, and AD among others. Reaching more than 270 million consumers across Europe, the Middle East, Asia and Latin America, we are committed to delivering beautiful, influential content and brand experiences for individuals who demand to be inspired.

CNI is headquartered in London, and we operate in China, Japan, Taiwan, India, Russia, Italy, France, Spain, Germany, the UK and Mexico. In addition to publishing 30 brands, we run a licensing and restaurant division with local partners in 17 markets, the Condé Nast International Luxury Conference and several ventures in education. Committed to reinventing ourselves, we are constantly evaluating how we work across countries and brands and how we develop our products to expand our global leadership in the fashion, luxury and lifestyle spaces.

About GQ Middle East

GQ Middle East launched in October 2018 as the 21st international edition of the iconic global brand. With a signature mix of luxury style, striking photography and evocative storytelling, GQ Middle East will reach millions of affluent Arab men each month. The only publication that both covers and defines modern masculinity, GQ is the destination for the sharper, smarter man. GQ Middle East is a true multi-platform brand, publishing monthly in print, daily across dual language digital platforms, and quarterly with experiential annual events including the GQ Men of the Year Awards.