**FOR IMMEDIATE RELEASE**

**Thursday 25 May. Dubai**

**Harper’s Bazaar Arabia launches its Arabic website**

*Tastes and trends of the modern Arab woman inspire the launch of Harper’s Bazaar Al Arabiya, exceptionally curated by expert editors and specialist contributors.*

Harper’s Bazaar Arabia, the ultimate luxury lifestyle, fashion and beauty authority for style conscious women, announces the launch of its dedicated Arabic platform, Harper’s Bazaar Al Arabiya. The addition of this highly anticipated Arabic content platform comes as Harper’s Bazaar Arabia celebrates 10years in the region. The market-leading brand has been at the forefront of championing the tastes and trends of the modern Arab female over the past decade, making it the GCC’s highest selling luxury magazine. The new website spotlights Harper’s Bazaar Arabia’s next step in sustaining and retaining its position as a forward-thinking opinion leader in the market.

Led by accomplished Arabic editor Gina Tadros, Harper’s Bazaar Al Arabiya encompasses the region’s most exclusive, insightful and expert insiders on fashion, beauty and luxury living. Not only will the Arabic website prove to be the go-to platform for news and absorbing content, Gina’s decade of regional specific experience will effortlessly integrate international and regional luxury living news alongside compelling and distinctive stories, meticulously tailored towards the interests of Arabic speakers.

Louise Nichol, Editor-in-Chief, Harper’s Bazaar Arabia comments, “Harper’s Bazaar Arabia has always placed Arab women at its heart, and by extending the magazine’s digital reach with an Arabic-language platform we are delighted to further cement Bazaar’s market leading position across the GCC, especially in key markets such as Saudi Arabia.”

Harper’s Bazaar Al Arabiya will maintain and expand the brand’s reputation for attracting and collaborating with some of the world’s leading creative talents with a bespoke edge to reflect Arab women’s interests and preferences. Modest fashion will be showcased through an array of regional and international creative talent on the style pages; the best of luxury living will be showcased to the GCC’s discerning clientele with comprehensive interiors, art and culture articles, whilst beauty tips tailored to the readership’s desires and styles are revealed from beauty experts. In addition, Harper’s Bazaar Al Arabiya will provide the insider scoop on all high-profile events and regional happenings through behind-the-scenes footage and detailed comprehension of the who’s who of GCC society and opinion leaders for all things fashion and luxury.

The Harper’s Bazaar Arabia team looks forward to another decade covering all that’s new and noteworthy in the regional style world, with a commitment to celebrating and showcasing Arabia.

[ar.harpersbazaararabia.com](http://ar.harpersbazaararabia.com/)

**ENDS**

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**Harper’s Bazaar Arabia**

Harper's Bazaar focuses on the luxury market and covers what's new to what's next. Like its high profile sister publications around the world, Harper's Bazaar Arabia is the arbiter of fashion and good taste for educated, elegant and refined women in the region.

**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, its newest division which was designed to extend the company’s digital footprint as well as enhance its total reach on social media, has five key business areas - the region’s largest social influencers’ agency, video content creation, digital sales representation, ecommerce and live events.  On April 12th 2017 ITP Live broke its first Guinness World Record, just 4 months since its opening, at a live event to celebrate its launch.

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 was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman.  [www.itp.com](http://www.itp.com)