**FOR IMMEDIATE RELEASE**

**Dubai. Thursday, May 11, 2017**

**Harper’s Bazaar Arabia launch flagship website in the Arabic language**

[HarpersBazaarArabia.com](http://www.harpersbazaararabia.com/index.php), the region’s leading luxury digital platform for fashion, beauty, interiors, art and lifestyle expands their online presence by adding an Arabic language website to their portfolio.

In response to the extensive regional readership of HarpersBazaarArabia.com, published by ITP Media Group, the Arabic portal has been introduced to give women the option of consuming the website’s current as well as custom content in their native language.

Leading the Arabic team is award-winning editor Gina Tadros, with 13 years of experience within the fashion industry having previously worked on titles such as Marie Claire Arabia, Marie Claire Lower Gulf and Hello! Arabia.

Covering a wide spectrum of topics, [Ar.HarpersBazaarArabia.com](http://ar.harpersbazaararabia.com/) mirrors the English-language site’s content pillars with sections dedicated to fashion, beauty, celebrity news and luxury lifestyle, directly reflecting the diverse interests of their regional readership. The renowned editorial expertise of Harper’s Bazaar Arabia is reflected online in both the Arabic and English portals, publishing high-quality, in-depth material that showcases of-the-moment trends, news and reviews.

A significant portion of the editorial strategy for both Harper’s Bazaar Arabia sites will also include producing custom video content, giving readers a direct insight into cover shoots, local and international events as well as interviews with key industry figures. The first of which to be released is an exclusive interview with Elie Saab, renown Lebanese designer, treating readers to a sneak peak of his atelier and behind-the-scenes footage of his shows.

Follow the activity - Online: [Ar.HarpersBazaarArabia.com](http://ar.harpersbazaararabia.com/) | Instagram: @Harpersbazaaralarabiya | Twitter: @Bazaararabia | Facebook: HarpersBazaarAlArabiya

**ENDS**

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**About ITP Media Group and Harper’s Bazaar Arabia**

Based in Dubai, ITP is the leading 360 degree content creation company in the Middle East. Harper’s Bazaar Arabia is an international edition of Harper’s Bazaar, a Hearst Media International publication and is the Middle East’s leading luxury fashion title and is published in the UAE, Kuwait, Qatar, Bahrain and Oman.

[HarpersBazaarArabia.com](http://www.harpersbazaararabia.com/index.php) and [Ar.HarpersBazaarArabia.com](http://ar.harpersbazaararabia.com/) are the region’s top fashion destinations bringing the latest in style, beauty, art, lifestyle and interiors to their sophisticated and sartorially savvy readers. Focusing on the luxury market, from haute couture to highlighting, lifestyle and the very best in culture, these are the addresses the best dressed have bookmarked.