

Wallpaper*

September issue 2013:

Wallpaper* reveals a head-turning new take on design, art and fashion

Wallpaper* magazine's September issue marks the start of a new era for the brand. Reinforcing its position as a collectible luxury object, the iconic international design and lifestyle magazine has been rethought and retuned, from contents to back page, for the demands of the contemporary consumer. The magazine's pages have a refined, elegant and intelligent new design, offering readers key information instantly but also allowing for longer and more indulgent reads. Higher quality paper means that the magazine's best-in-class photography looks better than ever. Meanwhile, the iPad edition has also been completely reconceived, and leading digital consultants Nicolas Roope of Poke London and Marc Kremers have been recruited to ensure that Wallpaper.com offers the ultimate in online aesthetics and experience.

The magazine's new look includes the introduction of two new typefaces, created in collaboration with typographic consultants and long-time Wallpaper* friends Paul Barnes and Christian Schwarz. Portrait is a sharply elegant Latin serif, designed by Berton Hasebe; Darby is a humanist sans serif, designed by Barnes and Dan Milne.

Also new for September is the strapline 'The stuff that refines you', a polished version of Wallpaper's original tag and a recommitment to serving up the best in design, art, architecture, fashion and travel.

September features include the fashion world's top ten go-to architects – a group entrusted with creating storeys that tell stories; the bags-to-riches story of Spain's leading luxury brand, Loewe; how Paul Smith put a brave new face on his old curiosity shop; and the collectors who profit from fashion's short memory.

British artist Linder, fashion photographer Paolo Roversi and model Saskia de Brauw bring to life the new season's all-white ensembles in a unique collaborative collage. Magnum photographer Alex Majoli is dispatched to Milan to report from tailoring's front line. And image-makers Tim Gutt and Shona Heath look to a Hitchcock-inspired set design to frame this season's best-dressed.

Tony Chambers, Editor-in-Chief, Wallpaper*: 'There's a new, fresh, sophisticated, modern elegance to the Wallpaper* layouts, so the world's best photographers, artists and illustrators have never looked better.'





About Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. Wallpaper* has readers in 93 countries and has unparalleled success in reaching the design elite right across the globe. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, over 870,000 Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

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