

Condé Nast Names 2 for European Ventures

Richard Pérez-Peña

Both the editor and the publisher who ran Interview magazine for almost two decades will join Condé Nast to help guide one of its fastest-growing businesses, the European editions of Vanity Fair, the company said Monday.

Sandra J. Brant and Ingrid Sischy will become international editors of the European Vanity Fairs, their names appearing in each magazine's masthead just below the top editor's.

Jonathan Newhouse, chairman of Condé Nast International, said that "literally within a minute of learning that they were available," he began trying to reach them to discuss new positions. He said, "I feel it's a real coup for Vanity Fair internationally to have them."

There is an Italian Vanity Fair and a German Vanity Fair, both weeklies, with a monthly Spanish edition scheduled to begin publication in August. More European editions are being contemplated. There is some similarity in subject matter and tone, but each is a distinct magazine.

Ms. Sischy and Ms. Brant, who will remain based in New York, said they would be inventing their new roles as they go.

"It's the whole big canvas of these subjects we love so much — art, fashion, movies, photography," Ms. Sischy said.

The Italian Vanity Fair, with a circulation of about 250,000, was introduced in 2003 and has been an enormous success. It had more than 6,000 ad pages last year, more than any magazine published in the United States. The German edition, which began publication last year, has circulation approaching 200,000.

Ms. Sischy was the editor in chief of Interview, which she joined in 1990. Ms. Brant was the chief executive, president and publisher of Brant Publications, which bought the magazine in 1989 from its founder, Andy Warhol.

Both left this year after Ms. Brant decided to sell her stake in the company to her former husband, Peter M. Brant.

Disponível em: <<http://www.nytimes.com>>. Acesso em 18/3/2008.