FOR IMMEDIATE RELEASE


Salma Awwad appointed Editor in Chief of Harper’s Bazaar Arabia

Harper’s Bazaar Arabia has appointed Salma Awwad as Editor-in-Chief. She assumes her new role on March 27.

“Taking the helm of the Middle East edition of one of the world’s most prestigious fashion brands is an enormous privilege,” Awwad said. “Having lived and worked in the industry across the USA, Canada and the GCC, I have witnessed first-hand how Arab women are now leading the way when it comes to innovation, style and self-expression. I look forward to championing their stories, visions and aspirations, alongside relevant international brands.”

Born in Kuwait to Egyptian parents, Awwad was raised across the Middle East until she moved to Canada and America for her Education. A graduate of Parsons, she spent a decade working for the biggest names in the fashion and beauty industries, such as L’Oreal, Ralph Lauren and Giorgio Armani.

Upon returning to the Middle East she held several editorial positions including Deputy Editor on Stylist Magazine, Lifestyle Director at Arabian Business, and most recently Group Fashion Stylist across a portfolio of brands including Architectural Digest and Conde Nast Traveller, for which she also launched the digital platforms. Since then Salma Awwad has spent the last 2.5 years running her own Fashion and Design Consultancy, working regionally with Design Week and lecturing at Fashion and Design schools such as Esmod and FAD.

After a global search ITP have appointed someone who has nurtured and fostered the fashion economy within the Middle East but also succeeded on a global scale. Awwad understands the local GCC market with roots in the region triples down on Arabic identity.

For over a decade, Harper’s Bazaar Arabia has been the leading luxury fashion title in the GCC, reaching a predominantly Arab readership via print, website, social, video and events. Bazaar’s blend of local perspective with international vision combines an innate understanding of the GCC’s luxury consumer with impeccable expertise in the global luxury fashion arena.

Harper’s Bazaar Arabia is one of 31 editions of the multimedia brand worldwide. Bazaar is also published in the United States, Britain, Germany, Spain, South Africa, Russia China, Mexico & Latin America, India, Brazil, Australia, Turkey and Thailand.

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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 digital talent 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 Harper’s Bazaar Arabia
At over 150 years old, Harper’s Bazaar is the oldest fashion magazine brand in the world, a heritage that is carried through in the authoritative voice of Harper’s Bazaar Arabia. Bazaar has flourished by continually reinventing itself, always striving to delight, inform and inspire readers by being a beautiful and sophisticated visual muse, whether in print, digitally or when we invite our readers into the Bazaar universe in person. Harper’s Bazaar Arabia’s launched 12 years ago as the regional edition and it’s front covers regularly make headlines around the world, while in-depth coverage of Middle Eastern women creates a platform to celebrate women’s achievements throughout the region.