

Yahoo adds 'Style' to digital magazine line-up

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Yahoo CEO Marissa Mayer speaks during her keynote address at the 2014 International CES in Las Vegas, Nevada on January 7, 2014

Yahoo on Wednesday hit the Internet catwalk with a digital fashion magazine dubbed 'Style.'

The online publication headed by print magazine veteran Joe Zee promised a fresh, sophisticated approach to fashion for people of all kinds.

"I had a mission to create a digital magazine that was a study in contrasts - accessible but aspirational, insider but inclusive," editor-in-chief Zee said in a blog post.

"For me fashion is storytelling and Yahoo Style is what I hope will be the must-land destination for great and stylish storytelling."

The publication's debut was accompanied by the launches of a "Fashion Bites" video series in which "taste-makers" banter about tips, tricks and secrets and the video series "Unbuttoned," billed as candid round table talk about fashion industry truths.

Yahoo.com/style will stream live commentary and interviews on September 9 to spotlight New York Fashion Week, according to Zee.

Silicon Valley-based Yahoo early this year dove deeper into being an Internet Age media company, with the introduction of online magazines focused on technology and food.

The fresh online offerings were showcased by Yahoo chief executive Marissa Mayer during a Consumer Electronics Show keynote presentation in Las Vegas in January.

"We have been hard at work re-imagining Yahoo's core businesses across search, communications, media and video—all powered by two powerful platforms, Flickr and Tumblr," Mayer said during the presentation.

"We found our inspiration in magazines; they are elegant, beautiful and have a distinctive voice."

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