

# InStyle

## MARCH ISSUE HERALDS NEW LOOK FOR *INSTYLE*

Friday 8<sup>th</sup> February 2013 – The March issue of *InStyle* will reveal a new look, with a fresh design, easier navigation and a greater focus on style across homes and food.

On sale Monday 11<sup>th</sup> February and featuring an exclusive *InStyle* cover shoot with Rachel Weisz, Mila Kunis and Michelle Williams — the first time the magazine has celebrated three stars on the cover – the revamp welcomes 20 pages of interiors in every issue, including the introduction of inspirational yet easy design ideas and an extended “What’s Now!” section, with the addition of travel, living and food.

The new look follows the appointment of new editor Kirsten Galliot late last year.

Galliot comments: “The March edition of *InStyle* reveals a more sophisticated design, brighter layouts, new content and a fresh mix of aspiration and affordability.”

“The new look builds on *InStyle*’s commitment to bring readers the best blend of style, beauty and celebrity. And by adding 20 pages of interiors into every issue, we are truly covering the gamut of style. This is a first for the fashion category.”

New columnists also join the magazine, including world-class astrologer Penny Thornton, best known as Princess Diana’s private astrologer.

The March issue of *InStyle* also sees the launch of the Best Beauty Buys mobile site, in partnership with David Jones. The prestigious beauty awards have been a hallmark of *InStyle* for 14 years but this is the first year readers will be able to review the 101 winning products at a glance, on the home screen of their smartphones – with many items available for immediate purchase via [davidjones.com.au](http://davidjones.com.au).

*InStyle* will continue to focus on its online and social media presence. *InStyle* was the first Australian magazine to host a Twitter party and will now move to live Twitter events, starting with an Oscars red-carpet Twitter party on February 25<sup>th</sup>.

Publisher Fiona Legdin comments, “Since taking over at the helm of *InStyle*, Kirsten and the team have worked tirelessly to evolve the brand to the next level, taking style from the readers’ wardrobe to every facet of their lives.”

“The new look reflects Kirsten’s enthusiasm for fashion and celebrity style, in addition to her deep understanding of the AB audience — to cement *InStyle*’s position as the country’s most targeted fashion magazine.”

With more than 20 years of publishing experience across newspapers and magazines, Galliot joined *InStyle* from Fairfax Media, where she most recently held the role of editor of *the(sydney)magazine*. She previously held various editorships across Fairfax Media, ACP and Pacific Magazines.

*Ends.*

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