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PACIFIC+ LAUNCHES THE ICONIC MEN'S MAGAZINE



Monday 25 March 2013 - Pacific+ has been appointed by THE ICONIC to publish its new men's magazine.

Released Monday 25 March, THE ICONIC Men's Magazine is a new bi-annual fashion, style and culture magazine from Australia and New Zealand's premier online fashion retailer.

Finn Age Haensel, Co-Founder and Managing Director of THE ICONIC says: "We have witnessed first-hand the success of in-print and digital magazines in inspiring fashion and as a powerful sales tool with the launch of THE ICONIC magazine for women last year.

"THE ICONIC Men's Magazine is the natural evolution of our successful publishing partnership with Pacific+ and taps into the increasing market of fashion-forward men who are taking greater interest in their fashion choices than ever before."

Georgina Brujic, Managing Director of Pacific+ comments, "We share THE ICONIC's belief that magazines are a powerful vehicle that drives online sales and speaks directly to the customer.

"THE ICONIC Men's Magazine editorial is street smart but stylish, understated yet confident and witty. The engaging copy meets strong fashion photography, wrapped up in a fresh, contemporary design with production values that make it both collectable and brag-worthy."

Readers can shop straight from the page, with direct links to a customised shopping environment at THE ICONIC, with Pacific Magazines' Genie watermark technology driving off-the-page shopping experiences.

Aussie actor Joel Edgerton graces the cover of THE ICONIC Men's Magazine autumn/winter 2013 launch issue that includes 68-pages of the hottest colour trends for the season ahead and reclaims the urban-scape in a feature-length fashion shoot.

Gillian Fitzgerald, Publisher, Pacific+ says, "THE ICONIC Men's Magazine is about captivating the individuality and style of Australian men by delivering adaptive and creative looks, and some good old-fashioned style (and otherwise) advice."

The magazine will be made available to THE ICONIC's customers, postal copies can also be requested and copies will be distributed to a range of inner city venues initially in Sydney and Melbourne.

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