

BUSTLE × COVETEUR

the FALL STYLE edit

Welcome to the New September Issue: Bustle and Coveteur Announce their First-Ever Fashion Editorial Collaboration Debuting Fall 2017

The top media properties are combining their cutting-edge content to re-define the lines of fashion coverage for women

NEW YORK, NY (August 8, 2017) – Bustle, the largest independent media property for millennial women, and Coveteur, one of the world’s fastest growing luxury fashion and lifestyle media companies, announced their partnership on digital media's groundbreaking fashion editorial collaboration, created to bring inclusiveness to women worldwide. The multi-platform partnership merges aspiration with accessibility, highlighting the best of fall fashion and beauty through custom photo shoots, videos, special features, Instagram Story series, and more incredible content.

Launching September 1st, the editorial collaboration, entitled, **The Fall Style Edit**, will live on both sites and feature weekly articles. Planned content will include the makeup and skin care products that beauty editors actually use; a profile of women over size 20 getting fitted with designer clothes; a stylist's shopping guide, and more.

"Coveteur is the authority in the luxury fashion and beauty space and we are thrilled to join forces with them to bring the best fall fashion and beauty to all women worldwide," said Bustle Editor-in-Chief, Kate Ward. "Readers will see a unique mix of the fashion lifestyle content that Coveteur is beloved for, along with the relatable style content that Bustle's highly engaged audience knows and loves. We're excited to see this collaboration serve as every woman's guide to fall style."

Through this partnership, Coveteur and Bustle continue to break new ground in digital fashion coverage. A flagship publisher for body positivity and inclusive representation for women since launching in 2013, Bustle's fashion and beauty verticals have had a banner year, creating innovative campaigns for over 30 brands, and investing in high-concept photo shoots with celebrities like Lucy Hale and Ilana Glazer. Known for high quality content, including stunning photography and video, and a unique, insider’s editorial voice, Coveteur has worked extensively with some of the world’s largest and most storied luxury brands, and influential people in fashion.

"The Bustle and Coveteur partnership offers a cutting-edge perspective on this season's best fashion and beauty delivered to a massive audience," said Bustle Digital Group Chief Revenue Office, Jason Wagenheim. "We're excited to usher in the modern-day September issue offering a fully immersive content experience."

"One of my favorite things about being in the digital space is the opportunity to develop unique ideas and collaborate with like-minded partners," said Stephanie Mark, Co-Founder, Head of Business Development and Partnerships at Coveteur. "By having Coveteur and Bustle team up, we are hoping to give both our readers and advertisers access to content and an audience they can't get from one single platform. Fashion month is a key time to launch this initiative as we want everyone to feel like they can participate and benefit from what designers, makeup artists, stylists, and other creatives are doing globally."

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About Bustle:

Bustle is the largest independent media property for Millennial women, reaching 50 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning news, celebrity, culture, lifestyle, politics, fashion & beauty, and more. Bustle is a part of Bustle Digital Group, which also publishes premiere women's destinations Elite Daily and Romper. <https://www.bustle.com/>

About Coveteur:

Coveteur is one of the world's fastest growing luxury fashion and lifestyle media companies, offering insider access to style and culture through stunning original content. Coveteur was founded in 2011 as a passion project to explore the homes and closets of global street style stars and influencers. Since then, Coveteur has evolved and expanded into a global media brand. Coveteur is backed by leading investors, including Grammy-Award winning recording artist, Drake. Visit Coveteur.com or join us at Facebook.com/Coveteur Instagram.com/Coveteur and Twitter.com/Coveteur.

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