

## **BDG Names Alyssa Vingan Klein as Editorial Director, *NYLON***

NEW YORK – August 7, 2019 – BDG today announced that Alyssa Vingan Klein has been named Editorial Director of *NYLON*. In her new role, Vingan Klein will oversee all editorial operations for the newly acquired brand, and work to bring back special editions of its print magazine. She will report to Emma Rosenblum, editor-in-chief of BDG, Lifestyle. Vingan Klein's appointment takes effect on September 9.

"Alyssa is a rising star in media and I've always admired her work," said Emma Rosenblum, editor-in-chief, Lifestyle, BDG. "She's a talented editor with an eye for the next big thing and I know she'll bring that passion and sophistication to Nylon. We're excited to see what she achieves in her new role."

"As a teenager in Virginia during the early aughts, I read *NYLON* religiously to learn about what the 'cool kids' were listening to, watching, wearing, and talking about," said Vingan Klein. "I loved the under-the-radar aspect of the magazine's content; I look forward to working on reestablishing *NYLON* as a title that influences and drives the cultural conversation."

Vingan Klein most recently served as editor-in-chief of *Fashionista.com* for the last three years. She joined the company as a senior editor in 2013, and elevated to editor-in-chief in 2016. In addition to expanding the scope of the brand's editorial content to bring in a larger, more diverse audience, she introduced video, launched the site's "4 p.m. at Fashionista" podcast, designed a limited-edition drop of merchandise, and hosted both a branded fashion week party and regular industry panel discussions.

Prior to *Fashionista.com*, Vingan Klein served as the web editor at *Marie Claire* magazine, and the associate editor at *Stylecaster*. She has also held roles at *Paper* magazine, as well as in the PR department at Alexander Wang.

BDG acquired *NYLON*, a global digital destination for fashion, beauty, music and pop culture in June 2019. *NYLON* focuses on emerging culture through original storytelling around beauty, fashion and entertainment.

She is a graduate of Tulane University and lives in New York.