

BDG Acquires NYLON

NEW YORK – June 27, 2019 – BDG today announced the acquisition of *NYLON*, a global digital destination for fashion, beauty, music and pop culture. The acquisition is effective immediately and will include *NYLON*'s editorial and design teams.

"*NYLON*'s bold and colorful legacy has developed a cult like status over the years," said Bryan Goldberg, CEO and Founder, BDG. "We will invest heavily in expanding *NYLON*'s editorial team and advancing its strength in live experiences. Additionally, we believe that *NYLON* should exist in a print format, and that is part of the future plan."

"*NYLON* is a transcendent brand and voice. Helping to grow *NYLON*'s business and audience has been one of the most fulfilling experiences of my career." said former *NYLON* president Evan Luzzatto. "I can't wait to watch *NYLON* reach even greater heights under the stewardship of BDG."

Evan Luzzatto will remain as a partner to BDG on the company's international expansion plans and will remain in position as chairman of Socialyte, its fast growing influencer business.

Founded in 1999, *NYLON* quickly became one of the world's leading creators of lifestyle content for young adults. *NYLON* focuses on emerging culture through original storytelling around beauty, fashion and entertainment. In 2018, *NYLON* redesigned Nylon.com, placing a premium on its cover stories, leading to a 650% increase in engagement.

NYLON has expanded into 9 international markets, including Spain in April, 2019. Other *NYLON* international editions include, China, Japan, South Korea, Singapore, Indonesia, Thailand, Germany, and Mexico.

NYLON is BDG's seventh acquisition since its founding, most recently having purchased The Zoe Report, Gawker, Flavorpill Media, Mic, and The Outline. The site will also join BDG's portfolio of brands that include Bustle, Romper, and Elite Daily.