

BDG Taps Former Hearst Style Director

Tiffany Reid Will Oversee Fashion for BDG's Lifestyle Brands

JANUARY 6, 2020 - NEW YORK - BDG announced today the hire of Tiffany Reid as Fashion Director for the lifestyle collection, including Bustle, Elite Daily, NYLON, Romper, and The Zoe Report. In her new role, Reid will oversee all fashion efforts across editorial content. Her appointment is effective on January 6. She will report to Emma Rosenblum, BDG's Editor in Chief, Lifestyle.

"I've been so impressed by what Tiffany has accomplished over the course of her career, creating an elevated and inclusive approach to fashion," said Emma Rosenblum. "Fashion will play a major role across several of our brands, including NYLON and The Zoe Report, and I'm excited to see Tiffany build on and strengthen our relationships within that space."

"I have spent most of my career creating fashion editorials for magazines and I'm excited to apply that experience to BDG's portfolio of lifestyle brands," said Tiffany Reid. "I look forward to merging my favorite elements of a magazine - high caliber talent and quality, with the innovation and scale that the digital space provides."

Most recently, Tiffany served as the Style Director of the Hearst Women's Fashion Group, where she contributed across brands such as Cosmopolitan, Elle, Marie Claire, Harper's Bazaar.com, and Women's Health Magazines for both print and digital. She joined Hearst Publications in 2015 as the Senior Fashion Editor at Cosmopolitan & Seventeen Magazines. Tiffany has also held leading roles on two E! shows, *Red Carpet Icons* and *So Cosmo*.

Tiffany has set trends for more than a decade, serving most of her years as the Fashion Market Editor for Allure Magazine, with her work also published in W, InStyle, Seventeen, and Cosmopolitan. In addition, she has served on the judging panel for both the Bermuda Fashion Festival and Harlem's Fashion Row.

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About Bustle Digital Group:

Bustle Digital Group (BDG) is one of today's leading, global media companies with a portfolio of distinct digital and experiential brands that are shaping culture. Over 84 million readers turn to our brands - Bustle, Elite Daily, Flavorpill Media, INPUT, Inverse, Mic, NYLON, Romper, The Outline, and The Zoe Report – to hear from a set of diverse voices around the issues and interests engaging the next generation. BDG is headquartered in New York City, with offices in Chicago, Los Angeles, and London.