



The only high-class fashion magazine present in China

**MARKET POSITION:**

*L'Officiel China* introduces its reader to international fashion trends, French spirit of elegance and luxury, combined with exquisite and delicate oriental styles. As the only high-class fashion magazine present in China, *L'Officiel China* is the first magazine to bring the latest fashion stories to its readers. It also represents fashion in a light-hearted and entertaining tone yet authoritative. Moreover, the targeted groups are fashionable, cultivated and urban ladies. In a conclusion, *L'Officiel China* is for the modern woman who lives and breathes fashion, and who knows style is nothing without substance.

		<b>L'Officiel China</b>
Total Circulation	Publisher 2010	<b>650 000</b>

**EDITORIAL PROFILE:**

*L'Officiel China* is the essential fashion and beauty read for the chic, successful, affluent and independent woman. *L'Officiel China* is an important part of the fashion world and is read by professionals industry. This means its editorial is completely dedicated to fashion and its latest evolutions. Divided into four distinct sections: Trends, Beauty, Magazine and Fashion; its editorial covers lots of subjects such as super models, photography and photographers, designer and fashion design, couture, etc. Moreover, *L'Officiel China* always ensures the topics and issues it covers are relevant to its local readers.

**TECHNICAL SPECIFICATIONS:**

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