

Let's celebrate

Congratulations, *Elle*! "What a wonderful age! Young enough for the zenith. Old enough for serenity," writes *Elle* editor-in-chief Sabine Nedelchev in her editorial for the anniversary issue. The German *Elle* is 30 years old - and has every reason to celebrate: among its 45 sister editions worldwide, it is now among the top 5 and the undisputed market leader in print and digital in its own country. With 5.74 million visits, 2.32 million unique users, 119,951 copies sold and a current plus of 3.8 percent in individual sales and subscriptions (79,870, IVW 2/2018), *Elle* clearly positions itself at the top of the high-end segment.

"We are very pleased with the development of the brand. Elle is growing continuously in all categories: in print, on all digital channels and also in native advertising. In addition, we are establishing more and more line extensions that are developing excellently. Of course, this also includes Elle Decoration, which is also the number 1 in direct competitive comparison".

Manuela Kampp-Wirtz, Managing Director *BurdaStyle*

Identifying trends and promoting a courageous image of women

Hélène Gordon-Lazareff, French journalist with Russian roots, founded *Elle* 73 years ago in Paris. A magazine for women who live self-determined lives - that's what *Elle* wanted to be. Gordon-Lazareff gave fashion and feminism a stage. *Elle* quickly became a symbol of social change.

The first German edition of *Elle* was published in September 1988. Hélène Gordon-Lazareff's original idea of tracking down trends and promoting a courageous new image of women was continued with her. "I think she would be proud of our German edition today," says editor-in-chief Sabine Nedelchev.

Even today, *Elle* stands for luxury, elegance and true style. "For *Elle*, luxury is love in things," says Nedelchev. *Elle* wants to inspire her readers with the beautiful things in life - and that in all areas, from fashion and beauty to culture, travel and lifestyle. With *Elle Decoration* (since 1990), *Elle Traveller* and *Elle Hochzeit (Wedding)*, *Elle* has thus established a very successful line extension and now occupies further subject areas in the luxury segment.

Fashionable time travel

In the current anniversary issue, the editors have compiled the highlights of 30 years on 300 pages: the most beautiful of 30 years of *Elle*, beauty and fashion. And also top model Toni Garrn was able to win the exclusive right to shoot all the fashion sections and the cover of this issue in New York, Mallorca and Berlin.

Happy birthday, *Elle*! To another 30 successful years!

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