



FOR IMMEDIATE RELEASE

## Heart Publishing & WWMG launch *MENS FOLIO ONLINE*

**Singapore, 1 November 2012** – WhiteWave Media Group, Asia's leading integrated luxury media group, has partnered with Heart Publishing to launch Men's Folio Online, the online destination of Men's Folio.

First launched in 1997, Heart Publishing's flagship title **Men's Folio** has been the original style bible for fashion conscious men with high disposable incomes, and is today Singapore's foremost men's luxury fashion & lifestyle leader.

This partnership harnesses the proven digital expertise of WWMG to extend the trusted Men's Folio brand into the online space, and to create an online environment all fashion savvy men will enjoy.

Men's Folio Online, located at [www.Mens-Folio.com](http://www.Mens-Folio.com), features daily content updates such as Men's Folio *Men of the Day*, *News* on the latest collections, launches and accessories with a strong emphasis on images and interactive elements such as runway video presentations, and video campaigns from fashion houses.

Notably the *On the Fly* section highlights individuals whose style has caught the eye of our editor, *Style quotes* from style personalities, visually stunning *fashion spreads*, and *interviews* with fashion movers and shakers.

Publisher and Founding Editor of Men's Folio, as well as Managing Director of Heart Publishing, Eddy Koh, says, "We are delighted to work with WWMG on the new launch of Men's Folio Online. Having consolidated our brand status since 1997, Men's Folio is focused on making the digital leap to capture more instantaneous reporting and more immediacy."

CEO of WWMG, Julian Peh adds, "Men's Folio is a veritable institution in the fashion magazine industry in Singapore, and it is our honour to be able to partner with Eddy and his team to launch Mens-Folio.com."

"We are confident that with the strong reader loyalty of Men's Folio, and WWMG's long experience in creating high-quality online environments, Mens-Folio.com will be a great online destination for discerning and sophisticated male readers in Singapore."

[www.WW-MG.com](http://www.WW-MG.com)

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An Associate Company of SPH Magazines



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**About Heart Publishing**

Established in Singapore in 1997, the Heart Publishing Group is a dynamic boutique print media firm specialising in the publication and production of luxury lifestyle magazines with offices in Singapore and Malaysia.

The Group publishes three titles: MEN'S FOLIO, a fashion, style and design magazine targeted at trendy affluent males; WOW (World of Watches), a wristwatch magazine targeted at shoppers and collectors; and FORM (Singapore) & ROOM (Malaysia) – architecture and interior design magazines targeted at style conscious individuals. Each of the three titles set new benchmarks upon their respective launches in 1997, 2001 and 2006, taking men's fashion, contemporary watch culture, and architecture and interior design to new heights. The titles capture the zeitgeist succinctly. At the same time they are progressive, constantly evolving and reinventing with the times and trends.

The Group counts among its readers individuals that are successful, savvy and smart, with a high disposable income and high propensity to spend on luxury goods and services. With a view to providing this select group of readers up-to-the minute news and information, the editorial team relentlessly scours the globe for exclusive content, providing direct reporting from major luxury lifestyle fairs such as the Milan and Paris ready-to-wear shows, SIHH and BaselWorld watch fairs, and the Milan Furniture Fair. The team strives to court the industry's most influential movers and shakers, with exclusive interviews and lavish photo spreads that deliver complementary visual narratives.

**About WhiteWave Media Group**

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Launched with a single website [Luxury-Insider.com](http://Luxury-Insider.com) in 2006, WhiteWave Media Group is now Asia's no 1 integrated luxury media group. We publish leading luxury magazines, websites and mobile apps, with offices in Singapore, Hong Kong and Shanghai.

The Group was a global pioneer in online luxury publishing, with its flagship product [Luxury-Insider.com](http://Luxury-Insider.com) being Asia's leading luxury website today, and [InLuxe.cn](http://InLuxe.cn) growing fast in its Chinese readership. Together with our partner SPH Magazines, we also run [China-Boating.com](http://China-Boating.com), [JETAsiaPacific.com](http://JETAsiaPacific.com), [LPdibiao.com](http://LPdibiao.com), [Asia-PacificBoating.com](http://Asia-PacificBoating.com).

Combining high quality editorial with deep technical knowhow in digital delivery, the group's websites constantly raise the standards of luxury content published online.

Through its early start, the Group is the most trusted online media team in the luxury industry, with a long and proven track record, delivering hundreds of successful online campaigns for the most prestigious luxury houses.

Constant focus on editorial quality enabled the Group to make waves in the print medium as well. Building on its early success in supplying content to other publishers, the Group owns and publishes BACCARAT Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong. The group's editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

The Group's portfolio of media products, including websites, print magazines and mobile apps targeting affluent luxury buyers across the region, gives it the largest and most powerful integrated media platform for luxury marketers in Asia.

As the leading luxury publisher combining innovation & technology with media, WWMG is in a prime position to assist luxury companies with innovative and effective marketing solutions to reach the sophisticated Asian luxury buyer of today.

WWMG is an associate company of the SPH Magazines group.

Visit [www.WW-MG.com](http://www.WW-MG.com) for more details.

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