



Print is *back*

And here's why it matters...

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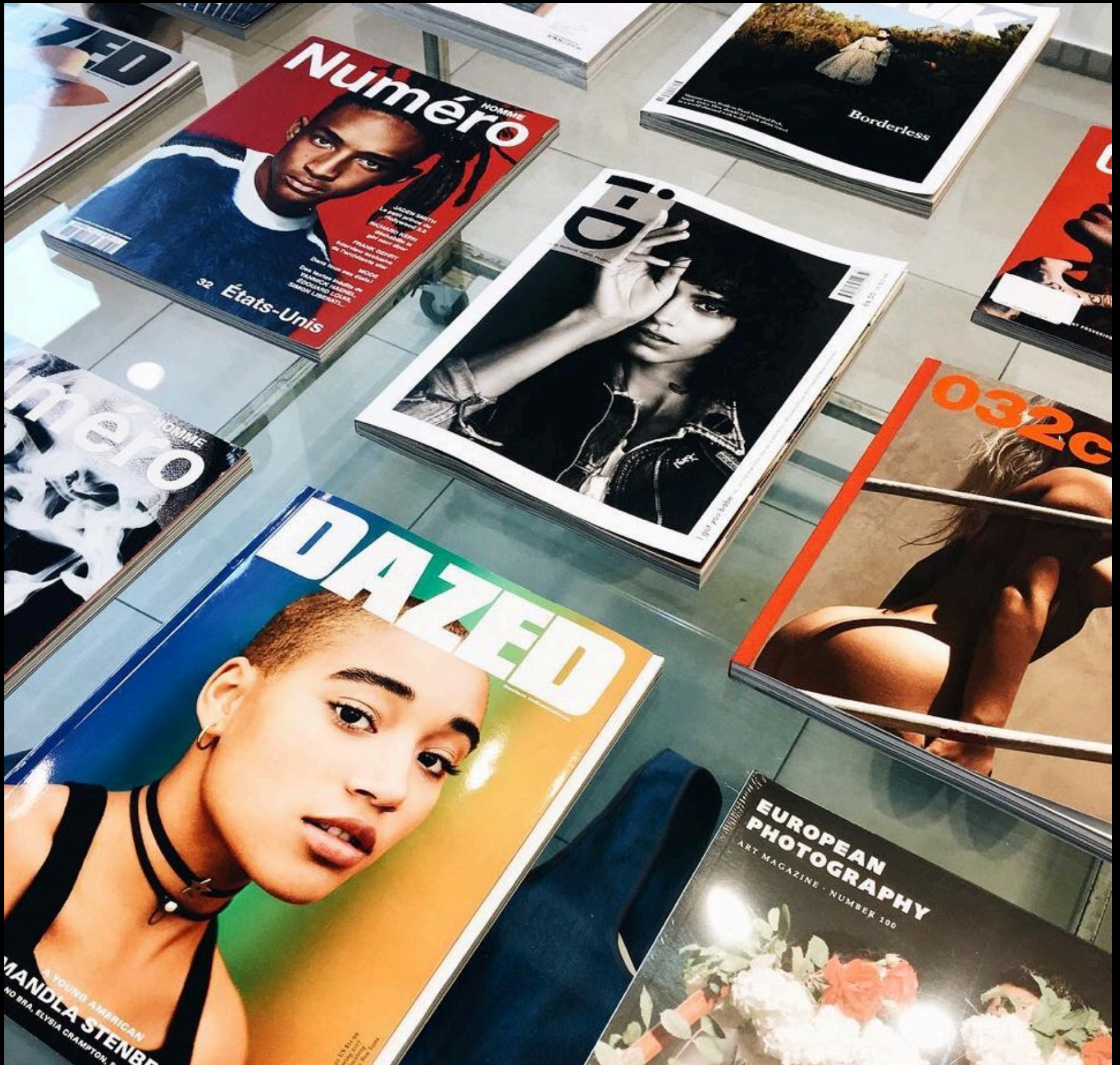


A new era of print

Print today differs from the past. Magazines, catalogs, and lookbooks are being transformed into thoughtfully designed pieces that encourage readers to slow down and connect on a deeper level.

Next generation of readers

For Gen Z and Millennials, print seems fresh and rare. They value it as something to hold onto, keep, and collect, creating a meaningful contrast to the constant stream of digital media.





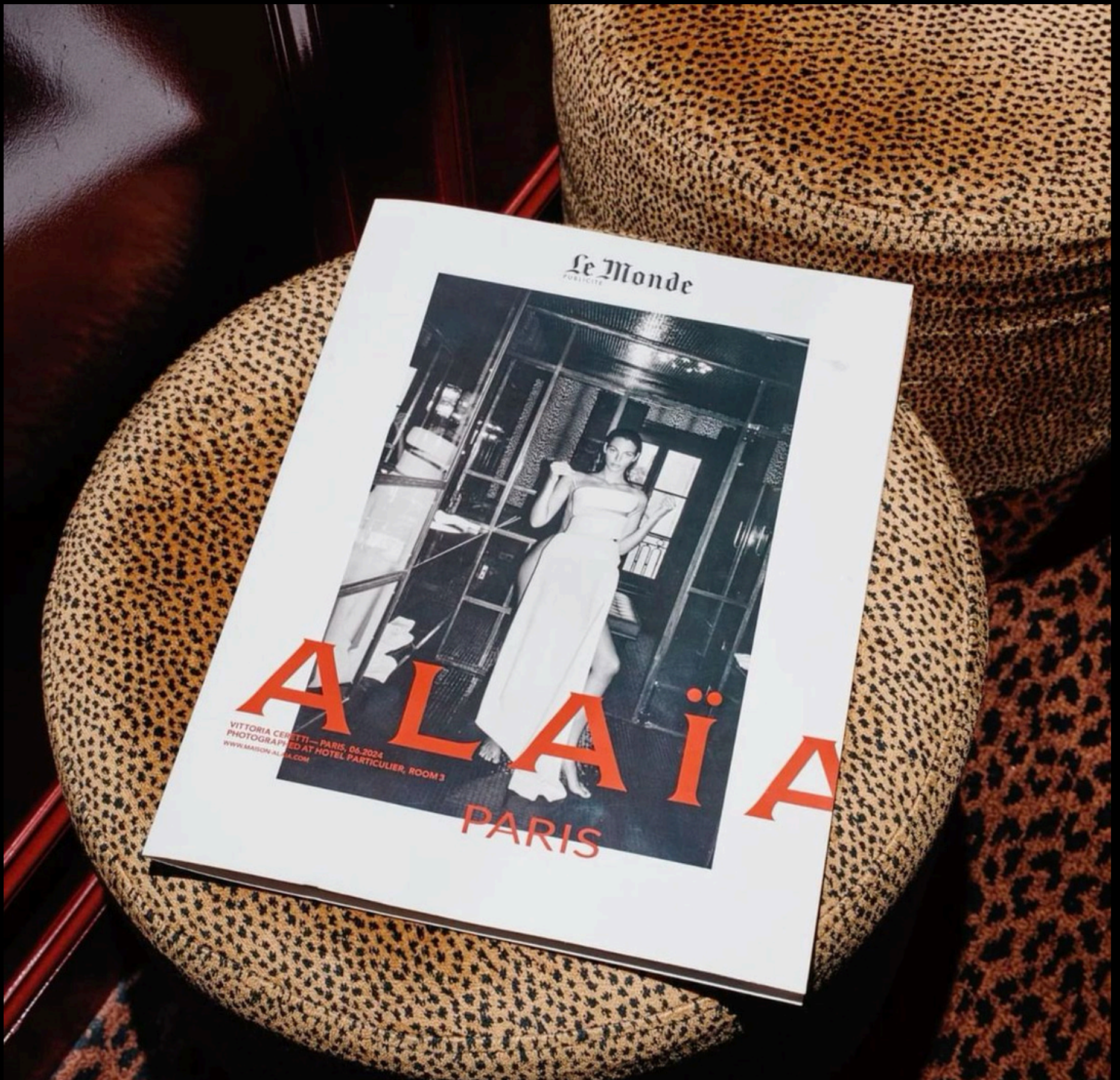
The numbers prove it

Print still matters. In 2025, the U.S. magazine industry is valued at **\$23.8 billion** and reaches over **220 million readers**, underscoring its enduring importance.

The power of the issue

Complex, Fortune Europe, i-D, Nylon, The Onion, and Vogue magazines are reemerging in new formats, shifting from biannual to quarterly releases. Each is crafted with a unique voice and visual identity, turning the issue itself into a statement.





Value for brands

A catalog or lookbook, built on storytelling, imagery, and material presence, can go beyond marketing materials to become a piece that continues to capture attention long after a collection's launch.

Part Two:
The Creative Side of Print

Coming Soon