

# The Daily Front Row

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*The Daily*: Covering New York's Fashion Week from the inside with eight irresistible, glossy issues. It's the must-have accessory in the Tents and at the best fêtes. Each day of Fashion Week, readers get a front row seat at the hautest runway shows and parties.

Editorial Features:

## THE FIX

The Fix is Fashion Week candy for *Daily* readers: fly-on-the-wall scene reports, breaking news, hundreds of photos, exclusive quotes from models, celebs, designers, and top international editors...no wonder readers devour this front of book treasure the instant a new *Daily* hits the Tents. The Fix also bursts with usable how/where/when information on shows and soirées—yet another reason the fashion world's favorite glossy never leaves its readers' YSL totes.

## FEATURES

*The Daily* brings its irreverent tone to the feature well, where we delve deep into the personalities that make the fashion and media worlds tick. Past pieces include a look at the History of Hearst; Lunching with Oscar de la Renta and Zac Posen; Sipping Cocktails With Linda Wells and Cindy Crawford; and Making Pizza with Vera Wang. Quite simply, these are the perfect reads in-between runway shows.

## RUNWAY

Bringing the energy of the shows to the page right as they happen, we feature key looks from top designers with immediate responses from the power players in the front row. Editors, stylists, media moguls and movie stars share their breathless, unedited, often brilliant—or brilliantly funny—reactions. Readers have said they cut out the runway section and take it shopping with them the following season!

## BACK PAGE

At the end of each jam-packed romp, *The Daily* leaves its readers with one last explosion of fashion fun. Whether it's a matching game, a fashion timeline, or a lookalikes page pairing our favorite fashion insiders with their counterparts from art, pop culture or music, our delicious adieus leave our readers wanting more.

