



## News

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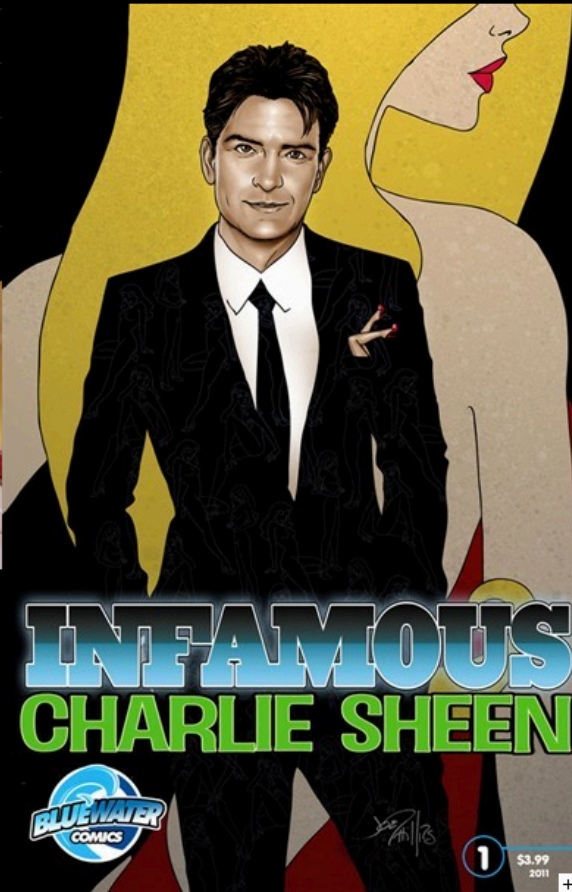
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Last Short Notes  
**Hillary Advises William & Kate**  
 The US Secretary of State gives the young couple a few pointers on making the best of their big day



Last Short Notes  
**The Brander**  
 Today this new magazine launches with the aim of telling the stories of men and women who have made a brand great or who have themselves become a brand. From Italy there's Giorgio Armani who opened the famous Dean & DeLuca gourmet shops in New York



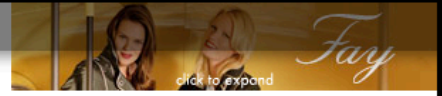
That's Too Much  
**Charlie Sheen in a Comic Book**  
 After his public breakdown and reinvention as folk hero, the American actor will be given the comic book treatment by Mark Shapiro



Music Theatre Cinema  
**Bergamo Film Meeting**  
 The thousand faces of cinema from March 12 - 20 with a festival that crosses space and time



Today online the new magazine that tells the stories of men and women who have become a brand



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Some objects have become indispensable for our daily lives, and this is thanks to the companies that make them. We often forget who created computers, cars and clothes because we are more focused on their good quality.

**The Brander** is a new online magazine that starting March 10 will introduce us to these people - men and women who made a brand great: we all know that **Steve Jobs** is behind Apple, but this magazine is going to tell us about all of those important founders whom perhaps we don't know about.

Thus **The Brander's** aim is to tell the stories of those who have created a successful brand or those who have themselves become a brand. There will be interviews of those who are behind the scenes as well as quality photos.

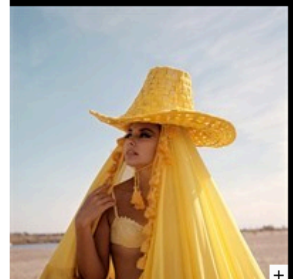
"We are surrounded by anonymous global brands - says **René Allemann**, Editor-in-Chief of *The Brander* - and at the same time there's a growing desire to identify with brands and for authenticity. That's why we are giving a voice to brands and their creators, asking them their secrets for success and how they think."

The magazine has begun by profiling companies in Zurich, Berlin, Sydney, Taipei, New York and even talks about Italy. For example, **Giorgio Deluca** founded the famous gourmet shop **Dean & Deluca** in New York or there is the famous prestigious accessories brand **Campomaggi** or the famous grappa distillery **Berta**.

In the picture: *Giorgio DeLuca*



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