

## New Media unveils special edition *Visi Style*

New Media has unveiled *Visi Style*, a standalone special-edition print magazine from the makers of *Visi*.

Readers have come to *Visi* for the best of South African design, decor and architecture since 1998. The print magazine is celebrated for its top-quality images, writing by some of the country's best journalists and industry insiders, and creative layout – all of which have made every issue collectable. In recent years, *Visi* has expanded on this offering, with an e-commerce store and special editions of *Visi Kitchens* and *Visi Bathrooms*.

The latest special edition, *Visi Style*, is a natural extension of the brand's celebration of local design. Whereas *Visi* focuses on design, decor and architecture, *Visi Style* spotlights high-end luxury lifestyle – featuring couture, fragrances, jewellery, watches, automotive and tech, art and design, furniture, food and drink, and luxury travel.



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“*Visi Style* is a reflection of the interests and tastes of our discerning audience,” says *Visi* editor-in-chief, Steve Smith. “As the saying goes: ‘Fashion you can buy, but style you possess.’ Style is effortless, innate, and entirely personal – an expression of how you are in the world. I’ve always thought *Visi* to have its own sense of style, one that has changed and evolved over the years – always a tastemaker. With *Visi Style*, we’re inviting our audience to add a few more facets to their own personal style.”

Produced by the core *Visi* editorial team at New Media – including international award-winning creative director Mark Serra – the first edition of the annual *Visi Style* features new haute couture fashion collabs, local and international designer hotels, the latest decor trends from Design Miami, and the cool new electric cars coming to SA in 2022.

In addition, six SA style makers – the original design, art and fashion influencers – share their most treasured items. They are cultural entrepreneur and museum consultant Elana Brundyn; Neimil designers Keneilwe Mothoa and Lubabalo Mxalisa; director architect Christiaan van Aswegen; photographer, filmmaker and art director Fhatuwani Mukheli; and filmmaker and artist Justice Mukheli.

Smith explains: “What works or not in print is all about the subject matter. For example, *Visi*’s features of beautiful architecture include big full-bleed images on high-quality paper. The *Visi* print magazine is the best medium for this content. In addition, I follow a lineage of *Visi* editors with uncompromising editorial values who have laid down a consistent and unwavering approach of curating only the best. That has been instrumental in building the brand’s reputation and a loyal audience.”

*Visi Style* is available in print on newsstands nationwide or via the *Visi Shop*.

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