

Media Group, Le City Deluxe, Announces Entrance To The U.S. & Celebrates Debut Issue

/EINPresswire.com/ Le City Deluxe, a Magazine Created for Luxury Consumers and International Travelers, Partners with [Avant Gallery](#), Villa Azur, Prestige Imports, Gurkha Cigars and Zacapa Rum to Unveil its Inaugural "Art & Culture" Issue, Featuring Andy Warhol Museum in Miami Beach



[Le City Deluxe USA](#) (LCD), an international luxury lifestyle media group that publishes print editions in five countries, today announced its plans to partner with Avant Gallery to celebrate its expansion and launch into the U.S. market. LCD, a media group known for its unique exclusivity, provides insight for its distinguished readers into upscale topics, products and events around the globe. The inaugural "Art & Culture" issue for the U.S. edition features Andy Warhol's legendary 1986 Self-Portrait on its cover. A private cocktail party to celebrate the debut issue will take place from 7 – 10 p.m. Thursday, June 6, at Avant Gallery located at 309 23rd Street, Miami Beach.

"As the U.S. economy continues to strengthen and recover, the timing was right and it was a logical next step for expansion into the United States," stated [Mary Marr](#), CEO of Le City Deluxe USA. "Our entrance into the U.S. market, through Miami, will enable us to increase readership while providing our new audience with an exclusive and targeted magazine experience not currently offered to luxury clientele and readers in South Florida."

The brand selected Miami as the U.S. city to launch its bilingual magazine, written and published in both Spanish and English, due to its proximity and unique relationship with American, Latin American, and European culture. LCD caters to international travelers, consumers and businessmen alike, 75% of whom are ultra-high net worth individuals (UHNI) who possess a distinguished cosmopolitan profile. LCD provides its readers with current international business topics, fashion trends, and cultural lifestyle interests that impact high-end consumers worldwide.

"We have a very specific and niche audience," stated Marr. "In fact, we select and target our distribution based on the content we deliver. You will not find us on a newsstand, but if you fit into our readership demographic, we'll find you."

The limited distribution model and run of 12,500 copies per print issue helps LCD and its

advertisers ensure that the content is read by the appropriate audience. As part of the company's strategic marketing plan, it will send personal invites to select Miami influencers to introduce them to the brand. In addition, LCD will serve as host to a series of private dinners and issue launch parties following the event at Avant Gallery on June 6. LCD will target select local tastemakers, influencers and decision makers in South Florida to meet, mingle and learn more about the brand and its unique mission at each of the private dinners and events. Later this fall, LCD will host its official grand launch party to celebrate the company's growth and expansion into the Miami market.

About Le City Deluxe

In 2007, LCD began as a luxury city guide in Barcelona, Spain, and as demand for additional information and content grew, the company launched its first magazine. The city guides were, and continue to be, published in the native local language, as well as in English. The rationale is to connect travelers, who may not know or speak the native tongue, with the best offerings throughout the city for food, lodging, nightlife, shopping and more. LCD's target audience consists of luxury consumers, international businessman, jetsetters and ultra-high net worth individuals. The U.S. edition of the magazine will be LCD's sixth print publication, joining the editions currently printed worldwide, in Spain, Russia, Turkey and India. For more information visit www.le-citydeluxe.com/en/usa.

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