

The Raad Life Launches as Gen X's Definitive Media Brand

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2025 /EINPresswire.com/ -- [The Raad Life](#), a decade-

old podcast that began as a live internet radio talk show in Orange County, is expanding into a full-scale media brand for Generation X and beyond. Founded by interior designer and entrepreneur Raad Ghantous, the new platform includes a print and digital magazine, an evolved podcast format, curated lifestyle recommendations, and original editorial content—all designed to celebrate the art of midlife reinvention.

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Raad Ghantous

Originally launched in 2015 as a talk show exploring life, style, culture, and politics in Southern California, The Raad Life has evolved—just as its founder has—to ask deeper questions about identity, purpose, and how we create freedom in our second half of life.

“Midlife isn't a crisis; it's a runway,” says Ghantous, whose signature interior design firm has long catered to clients

seeking more than just aesthetic beauty or trend-chasing. “I created The Raad Life to reframe what it means to thrive in this stage of life. Now, we're expanding that vision into a media company that gives Gen X the content, culture, and community it deserves.”

A Platform Built for Reinvention

The debut issue of The Raad Life Magazine carries the theme of “Freedom Always.” It features a candid interview with musician Brian Coakley of Cadillac Tramps and Razing Jane fame, a look at how Gen X is spending their time, reflections on Gen X design trends, and product recommendations hand-picked by Ghantous in the new Raad Recommends section.

The relaunch of The Raad Life Podcast includes bold new episodes with:

- Stephen M. R. Covey, bestselling author of *The Speed of Trust*, on how rebuilding trust—personally and professionally—can redefine our second half of life.
- Jerry Colonna, CEO of Reboot.io and author of *Reunion*, on growing up emotionally in midlife and reclaiming our sense of belonging.
- Greg Scheinman, founder of the Midlife Male platform, on walking away from traditional

definitions of success and reconnecting with purpose, performance, and presence at age 47.

These episodes dive into the emotional, cultural, and philosophical aspects of reinvention—delivered in Ghantous' signature blend of humor, depth, and authenticity.

Curated, Credible, and Created for Gen X

"At its core, The Raad Life offers more than media. It's a manifesto," Colonna said. "Through its website, magazine, podcast, and curated marketplace of Raad-approved products and services, the brand brings intention and beauty to the everyday choices Gen Xers face as they navigate career pivots, aging parents, creative awakenings, and new definitions of success."

Ghantous's award-winning firm, Raad Ghantous & Associates, will also contribute design-forward content to the platform, offering a behind-the-scenes look at how physical space can support emotional and generational transformation.

"The Raad Life isn't just a media company. It represents my personal belief," Ghantous said.

"We're here for the seekers, the storytellers, the ones choosing reinvention over retirement."

About The Raad Life

The Raad Life is a cultural and media brand for Gen X and midlife seekers ready to reimagine what comes next. Originally launched in 2015 as a live radio show and podcast, the platform now includes a print and digital magazine, reinvented podcast series, curated product guides, original articles, and community experiences—all built on the belief that midlife is a beginning, not an end. To explore the debut issue or subscribe, visit theraadlife.com.

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