Square Mile Magazine Leads the Male Fashion Movement With Its A/w 2014 Style

Friday 5 September, 2014

Long gone are the days of monotonous pin-striped suits. A recent Mintel report reveals that the fashion conscious male has increased the market by 18% and contributed to £12 billion in sales between 2008 and 2013. *Square Mile* magazine, the City's leading lifestyle title, is reflecting this movement by storming further into the fashion world with their 2014 A/W Style Issue – their largest issue yet.

In addition to featuring more style content than ever before, the issue has seen more investment from luxury fashion brands than any other issue in the magazine's nine-year history. Hugo Boss has invested in an opening gate-fold advert and leads a well of early spreads including Blancpain, Salvatore Ferragamo and Jimmy Choo. More accessible brands such as Banana Republic also make an appearance, a conscious decision by the magazine to offer a broader range of fashion brands to its readers.

Square Mile editor Mark Hedley explains the timing of the issue saying that: "In an age when confidence in the financial services industry is not exactly at its all-time high, appearance has become more important than ever for those working in the City of London. In turn, *Square Mile* has, over the past 24 months, been steadily increasing its fashion and style content – culminating in our latest issue."

The issue, available from 2 September, features an exclusive interview with F1's most stylish driver, Jenson Button.

It comes off the heels of the magazine's sixth consecutive ABC rise - up 8% since December 2013 - as competitors including GQ and Esquire both reported losses this year.

The A/W 2014 Style issue will be available in print and on iPad from 2 September.

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About

Square Mile

Square Mile magazine was created in 2005 and is the leading luxury lifestyle publication for the City of London. It is distributed every month to 52,000 affluent business people working in financial industries.

Square Up Media

Square Up Media is one of London's leading luxury publishing houses. Its portfolio includes Square Mile magazine, Hedge magazine, Escapism Magazine and Festival Baby. For more information, visit squareupmedia.com

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