

PRESS RELEASE, 14th of January 2026

Launch of ELLE Baltic by Baltic Fashion Media, in partnership with Lagardère Group

ELLE Lithuania, controlled by Baltic Fashion Media, announces the launch of ELLE Baltic – a strategic regional project encompassing the creation of a news portal, digital and physical magazine, and social media platforms. ELLE Baltic will serve the entire Baltic market and marks the introduction of ELLE, the world number one female media brand, into the Latvian and Estonian markets.

“ELLE has always been more than a media brand: it is a platform for women’s voices, creativity, and progress. With ELLE Baltic, we are proud to support a project that gives visibility to a new generation of women, talents, and cultural perspectives, while remaining faithful to ELLE’s core values of editorial excellence, independence, and international influence”, shares **Constance Benqué, CEO, Lagardère News and ELLE International**

“The launch of ELLE Baltic reflects the strength and flexibility of the ELLE international model: a global brand capable of expressing itself through strong regional identities. By bringing together Estonia, Latvia and Lithuania under one coherent editorial platform, ELLE Baltic demonstrates how regional markets can gain scale, visibility, and influence while remaining deeply rooted in their local cultures”, says **François Coruzzi, CEO, ELLE International Licenses**

“ELLE Baltic is not just a regional step. It is an ambition to demonstrate that the Baltic states have a distinct voice, a refined aesthetic, and an editorial quality worthy of an international audience. As CEO, I deeply believe in traditional media, credibility, and a strong editorial backbone. ELLE Baltic was created to grow, to connect, and to build long-term value – not noise. This is only the beginning,” emphasizes **Tadas Bruzgulis, CEO of ELLE Baltic**.

“For Baltic women, by Baltic women, this new edition of ELLE is driven by a cultural mission: to place the Baltic identity, vision, heritage, and creative power firmly on the world stage. ELLE Baltic is a window to the world: a portal through which Baltic ideas and excellence are communicated globally, with clarity and authority, and through which international fashion, beauty, lifestyle, and culture can enter,” says **Ginta Kubiliūtė, Editor-in-Chief of ELLE Baltic**.

“For a long time, Baltic women have moved through the world individually – as creators, leaders, and thinkers whose influence is felt far beyond the region. What has been missing is not presence, but a shared space where these voices can meet and be heard together. ELLE Baltic emerges as that space. Rooted in Latvia, Lithuania, and Estonia, it brings three distinct cultures into dialogue, shaped by alignment rather than uniformity,” indicates **Līga Zemture, Editor-in-Chief of ELLE Baltic Latvia**.

“ELLE Baltic creates space for authenticity. It allows our region to be seen through creativity, style, and cultural nuance – quietly, naturally, and with self-assurance. It is a celebration of our design heritage, our quiet resilience, and the way we move through the world with intention,” says **Carmen Kass, Editor-in-Chief of ELLE Baltic Estonia**.

Agnė Blažienė will be the Executive Editor of the news portal, Silvija Vaidogaitė will head the social media, and Eglė Babuškaitė will be the Fashion Editor.

About ELLE International

ELLE is the world number one female media brand. The ELLE network today reaches 32 million readers and more than 100 million unique visitors per month on 64 local websites. Including social networks, the ELLE audience consists of 250 million. The network comprises 80 international editions, including 50 ELLE and 25 ELLE Decoration, published under license in 47 countries with partners such as Hearst, Burda, CMI or Aller. In addition, it includes a non-media licensing activity (fashion, beauty, decoration, services, etc.) with more than 200 licenses selling in more than 80 countries. Lastly, an exclusive international advertising sales house commercializes the advertising spaces in the magazines and digital platforms of all ELLE editions to international advertisers, thanks to a network of 30 representative offices from around the world. More at: www.elleinternational.com

About Lagardère Group

Created in 1992, Lagardère is an international group with operations in more than 45 countries worldwide. It employs more than 33,000 people and generated revenue of €8,942 million in 2024. The Group focuses on two priority divisions: Lagardère Publishing (Books, Partworks, Board Games and Premium Stationery) and Lagardère Travel Retail (Travel Essentials, Duty Free & Fashion, Dining). The Group's business scope also comprises Lagardère News (Le Journal du Dimanche, Le JDNews, Le JDMag, and the Elle brand licence), Lagardère Radio (Europe 1, Europe 2, RFM and advertising sales brokerage, controlled by Arnaud Lagardère but whose capital is wholly owned by the Group and consolidated in its financial statements), Lagardère Live Entertainment (venue management, production of concerts and shows, hosting and local promotional services) and Lagardère Paris Racing (sports club). Lagardère shares are listed on Euronext Paris. For more: www.lagardere.com