

TRAVEL AND HOSPITALITY

Auberge Resorts debuts print title, digital content destination

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Volume one of Auberge is available now. Image credit: Auberge Resorts

By LUXURY DAILY NEWS SERVICE

Luxury hotel operator Auberge Resorts is turning the page with a new venture.

In partnership with travel media publisher NMG Network, the hospitality company is introducing a new print publication and corresponding digital content channel. Issues of *Auberge* will include infusing arts and culture, culinary, design and experiential travel topics, plus interviews with industry creatives. American fashion designer Wes Gordon, American photographer Nick Mele, and Florida-based interior designer Amanda Lindroth appear in volume one.

"We are thrilled to debut Auberge in partnership with NMG and create meaningful, authentic content designed for the curious traveler," said Mike Minchin, chief marketing officer at **Auberge Resorts Collection**, in a statement.

"We have so many unique stories to tell with our global portfolio of one-of-a-kind hotels, resorts and residences, and NMG, with its best-in-class editorial perspective, is an ideal collaborator for us," Mr. Minchin said. "We look forward to working on many more stories together in issues to come."

New chapter

The coffee-table-style read and its online extension were revealed this week, and the first set of *Auberge* stories are available now.

Each article will feature original reporting, while online, bespoke photography and videography will provide behind-the-scenes supplements, positioned as "the ultimate companion for the modern, elevated traveler," by publishers.

"At NMG, we're committed to the meticulous creation of authentic stories, bringing together the best in journalism and breathtaking visuals in every narrative we tell," said Jason Cutinella, founder and CEO of NMG Network, in a statement.



Up-and-comers and industry icons alike will be given a platform within the pages. Image credit: Auberge Resorts

“We pride ourselves in working with partners like Auberge Resorts Collection, whose sophisticated and knowledgeable guests make the perfect audience for the type of storytelling we do.”

The luxury media landscape has seen several updates recently, with the most recent being the launch of Vogue’s inaugural Global Spa Guide ([see story](#)).

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