

MANIAC

Lucky Magazine Closed Its Pages



by Rachel Sanzone — 06/22/2015 in Fashion

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It's always disheartening when we learn of a magazine we've coveted for so long has closed its glossy pages. Although we know print as a medium has to fight for its life, we're all in this together and that's why we were saddened by the news.

Lucky magazine has been one of the go-to magazines for fashionistas and style mavens alike. It was only a short month after editor-in-chief, Eva Chen, resigned that the publication announced it would go from printing 10 issues per year to quarterly. It wanted to give its readers a “premium collectable feeling”.

The 15-year-old publication let go of 14 employees total, including remainder of its print staff Monday. Luckily for the digital team, LuckyShops.com is still safe at the moment. This news unfortunately follows the changes Lucky had undergone when they moved from the Conde Nast headquarters to a temporary office space after joining BeachMint last August to create The Lucky Group.

Sources close say the June/July issue was pulled from the presses hours before it was set to be printed.

WWD claims that the future of The Lucky Group is not yet set in stone. Negotiations are currently set to be made with investors for an acquisition. Until we meet again, we'll miss you *Lucky*.

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Rachel Sanzone

I believe when you're pretty on the inside, you're pretty on the outside but you can't beat that perfect shade of lipstick and eyelashes as big as your dreams.



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