

ANTIDOTE

MAGAZINE DIGITAL TV EVENTS COLLECTIONS

ABOUT

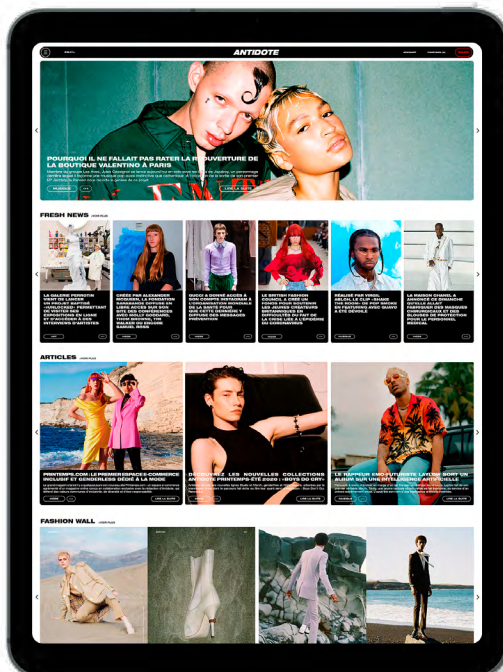
ANTIDOTE IS A **FRENCH FASHION MAGAZINE** WITH A SOCIETAL DIMENSION, FOUNDED IN 2010 BY YANN WEBER.

THIS **MIXED & INCLUSIVE** PUBLICATION PLACES FASHION AT THE HEART OF A RAPIDLY CHANGING SOCIETY; IT CONNECTS IT TO CULTURAL AND POLITICAL CONSIDERATIONS, AND PROVIDES IN-DEPTH ANALYSES WITH REAL OPINIONS.

ANTIDOTE ALSO HAS WIDELY DEVELOPED **DIGITAL** VERSIONS (WEBSITE, SOCIAL MEDIA, NEWSLETTER), **EVENTS** (PARTIES, COCKTAILS, OPENINGS, DINERS...) AS WELL AS **BRAND COLLECTIONS** (STUDIO, MERCH, COLLABS). THROUGH ALL OF THESE BRANCHES, ANTIDOTE AIMS TO GATHER, **MEET & SHIFT ITS AUDIENCE**.



MAGAZINE



DIGITAL



EVENTS



COLLECTIONS

ANTIDOTE MAGAZINE

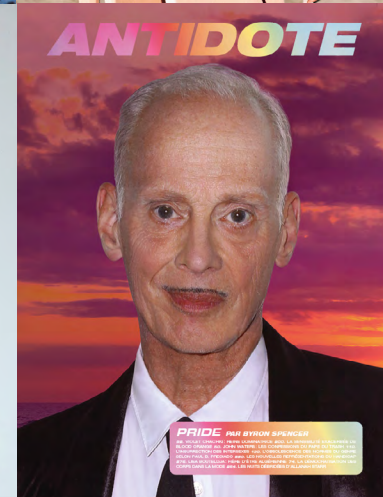
EACH ISSUE OF ANTIDOTE IS **ENTIRELY SHOT BY A SINGLE PHOTOGRAPHER** AND DEDICATED TO A **KEY THEME** (« EARTH », AN ISSUE DEDICATED TO ECOLOGY, « PRIDE », CELEBRATING THE LGBTQI+ COMMUNITIES, « FREEDOM », ON OPEN-MINDEDNESS AND CREATIVITY, « SURVIVAL », FOCUSING ON RESILIENCE, « DESIRE », HIGHLIGHTING OUR CAPACITY TO CHANGE THE SOCIETY...), **REFLECTING THE WORLD AT LARGE AND ITS METAMORPHOSES WITHOUT ANY GENDER FRONTIERS.**

MOVING AWAY FROM PERCEIVED DIKTATS, ANTIDOTE FOCUSES ON CRITICAL ANALYSES OF TODAY'S TRENDS IN THE **FASHION, MUSIC, CULTURAL** AND CONTEMPORARY **ART** FIELDS, THROUGH LONG FEATURES SIGNED BY **RENOWNED WRITERS, ARTISTS AND JOURNALISTS.** EXPLORING FASHION AT THE INTERSECTION OF HIGH-END READY-TO-WEAR AND STREETWEAR, AND MUSIC FROM POP TO ELECTRONIC PASSING BY RAP AND R'N'B, THE MAGAZINE EXPLORES **ALL ARTISTIC EXPRESSIONS** WITHOUT ESTABLISHING A RUPTURE BETWEEN **HIGH AND LOW CULTURE.**

PRINT

DISTRIBUTION : 50K RETAILERS : 6800 LANGUAGE : FR - EN

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ANTIDOTE MAGAZINE

FEATURED

ANTIDOTE HAS FEATURED A LARGE NUMBER OF PERSONALITIES FROM THE FASHION, MUSIC AND ART INDUSTRIES OVER THE YEARS.

**NAOMI CAMPBELL - VIOLET CHACHKI - JORJA SMITH - REN HANG - PAMELA ANDERSON - EZRA MILLER
ALESSANDRO MICHELE - GIGI HADID - CHRISTINE AND THE QUEENS - ADELE EXARCHOPOULOS
TOMMY CASH - DONATELLA VERSACE - BLOOD ORANGE - TROYE SIVAN - VIRGIL ABLOH - JOHN WATERS
SEVDALIZA -TAHAR RAHIM - YSEULT - LARA STONE - M.I.A. - ROWAN BLANCHARD & MANY MORE**



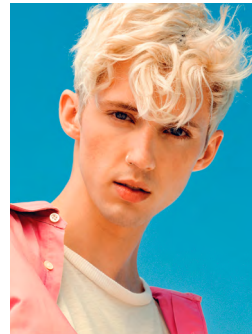
**NAOMI
CAMPBELL**



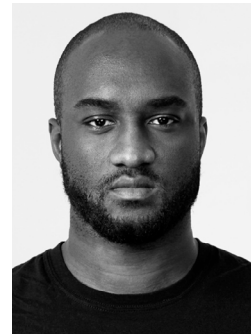
EZRA MILLER



**ADELE
EXARCHOPOULOS**



TROYE SIVAN



VIRGIL ABLOH



**PAMELA
ANDERSON**



YSEULT



**ALESSANDRO
MICHELE**



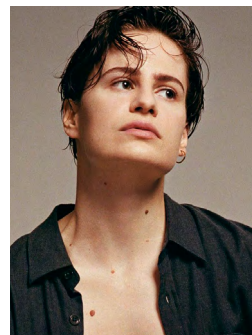
TOMMY CASH



BLOOD ORANGE



**DONATELLA
VERSACE**



**CHRISTINE
AND THE QUEENS**



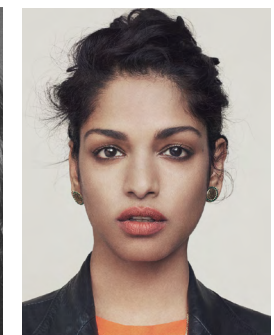
VIOLET CHACHKI



JORJA SMITH



GIGI HADID



M.I.A.

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COLLABS



GIVENCHY

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LOUIS VUITTON

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VERSACE

[> SEE MORE](#)



ARMANI EXCHANGE

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BOTTEGA VENETA



BURBERRY

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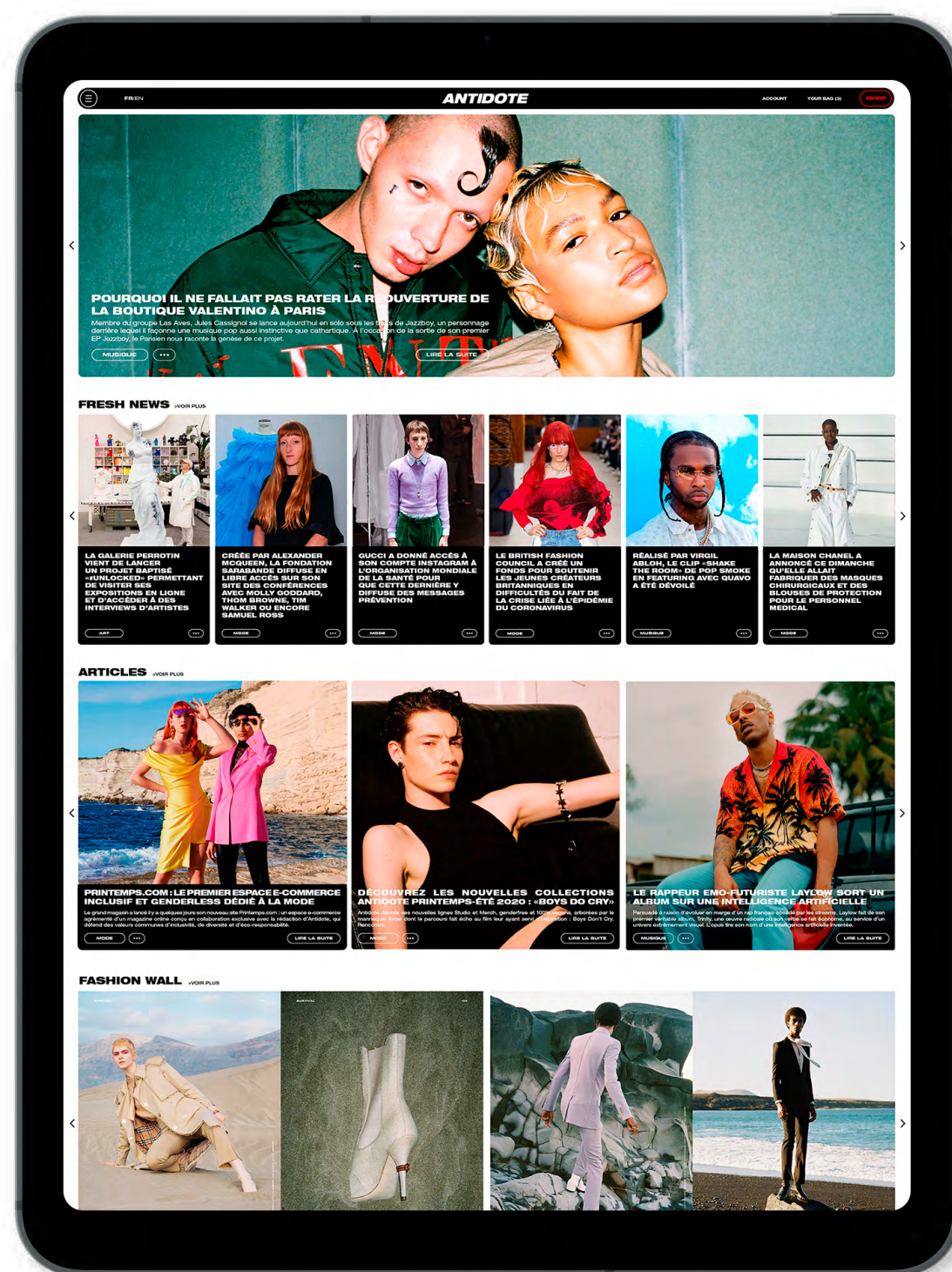
FOLLOWING THE PATHWAY OUTLINED BY THE PRINT VERSION, THE **LONG FORMAT CONTENTS** DELIVERED ON **MAGAZINEANTIDOTE.COM** ARE IN EQUAL PARTS CUTTING-EDGE, IN-DEPTH AND RESPONSIVE TO CURRENT EVENTS. OUR WEBSITE, WHICH HEIGHTENS AND COMPLETES THE MAGAZINE'S NOTORIETY, PUTS A **SOCIOLOGICAL GAZE ON FASHION, POP CULTURE AND MUSIC** THROUGHOUT **INTERVIEWS AND THINK PIECES** ON TRENDS.

OUR ONLINE VERSION IS COMPLETED BY WEEKLY NEWSLETTERS, AND SEVERAL EXCLUSIVE PUBLICATIONS ON OUR INSTAGRAM ACCOUNT, RELATING THE LATEST FASHION AND CULTURAL NEWS THROUGH A **DAILY REVIEW**, ENGAGING WITH OUR COMMUNITY THROUGHOUT NUMEROUS EDITORIAL FORMATS, OR SHOWCASING ARTISTS AND PERSONALITIES CLOSE TO OUR DNA THROUGH TAKEOVERS. ANTIDOTE'S DIGITAL ACTIVITY THUS DEVELOP **TRANSDISCIPLINARY CONTENTS** AND **REFLEXIONS** FOR ITS ONLINE COMMUNITY.

SOCIAL

FACEBOOK : **124K** INSTAGRAM : **94K** NEWSLETTER : **36K**

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COLLABS



LOUIS VUITTON

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NIKE

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CHANEL

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GIVENCHY

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BURBERRY X PRINTEMPS

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ADIDAS

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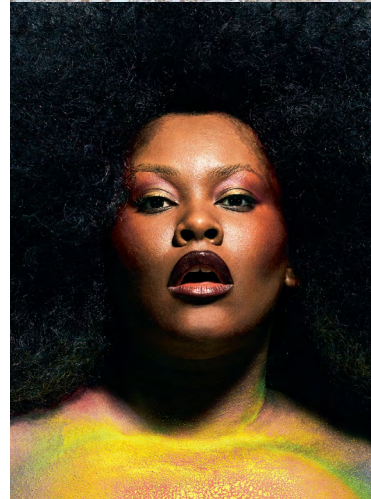
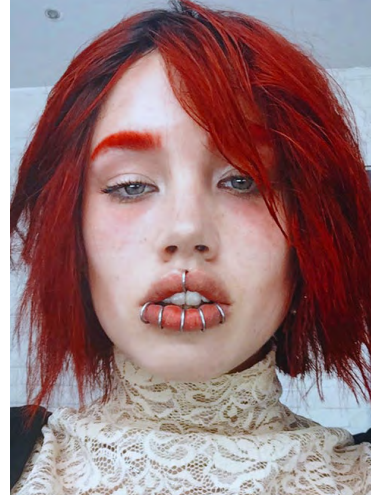
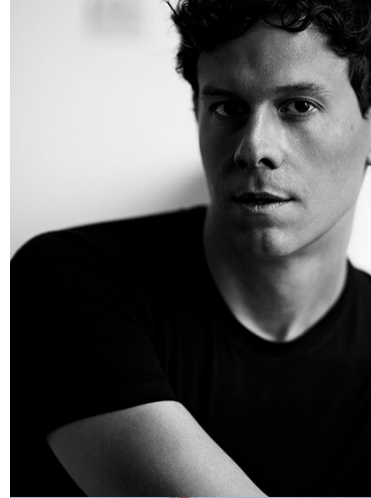
TV

ANTIDOTE STRENGTHENED ITS ONLINE PRESENCE IN APRIL 2020 BY LAUNCHING ANTIDOTE TV, A PLATFORM BROADCASTING EXCLUSIVE VIDEOS EVERY WEEK. THE PROGRAM CONSISTS OF A SET OF SHORT AND IMPACTING VIDEO FORMATS SPECIALLY DESIGNED FOR SOCIAL MEDIAS IN ORDER TO REFLECT THE VITALITY OF CONTEMPORARY CULTURE AND WIN THE ATTENTION OF DIGITAL AUDIENCES. FIRST SHARED ON INSTAGRAM ON ANTIDOTE'S IGTV CHANNEL, THESE VIDEOS ARE ALSO AVAILABLE ON OUR FACEBOOK AND YOUTUBE ACCOUNTS. ANTIDOTE TV WORKS ON SHAPING INNOVATIVE, DYNAMIC AND HIGH-QUALITY CONTENTS SUCH AS **INTERVIEWS, TAKEOVERS, LIVE PERFORMANCES AND DJ SETS.**

THROUGH THEM, ANTIDOTE TV PROVIDES A VOICE TO A WIDE VARIETY OF INSPIRING AND COMMITTED PEOPLE FROM THE FASHION, MUSIC AND ART WORLDS, AND FOCUSES ON **LEADING CULTURAL FIGURES** AS WELL AS YOUNG AND EMERGING TALENTS SPEARHEADING PROGRESSIVE VALUES THROUGH THEIR WORK.

CASEY CADWALLADER - LUJIPEKA - KEMBRA PFAHLER - ISAMAYA FFRENCH - FELIX MARITAUD - ORLAN - YSEULT - SÉBASTIEN TELLIER - LOUS AND THE YAKUZA - WOODKID - LAUV - MABEL - JEANNE ADDED & MANY MORE.

ANTIDOTE



ANTIDOTE PARTIES

IN KEEPING WITH ITS EDITORIAL LINE, ANTIDOTE INVITES FOR THESE EVENTS RENOWNED MUSIC ARTISTS TO PERFORM LIVE SHOWS OR DJSETS: LONDON STAR **STEFFLON DON**, RAPPERS **TOMMY CASH**, **HAMZA** AND DJS **HONEY DIJON**, **ARNAUD REBOTINI**, **LOUISAHHH**, **MYTH SYZER** OR **CONTREFAÇON**...

THESE HIGHLY FEDERATING EVENTS, ENSURE ANTIDOTE A NEW AND TANGIBLE OUTREACH AND AFFIRM ITS CAPACITY TO MOVE ITS AUDIENCE.

IN AVERAGE, **MORE THAN 1000 PEOPLE GOT TICKETS** FOR EACH OF OUR ANTIDOTE PARTIES.

THESE PARTIES, BLENDING FASHION AND MUSIC, ARE ALSO ENVISIONED AS A COMMUNICATION MEDIUM FOR BRANDS WHO WISH TO ASSOCIATE THEIR IMAGE WITH ANTIDOTE'S.

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ANTIDOTE PARTIES

COLLABS



VALENTINO COCKTAIL

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MONCLER GENIUS LAUNCH

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BURBERRY DINER

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BURBERRY X PRINTEMPS COCKTAIL

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CHRISTIAN LOUBOUTIN PARTY

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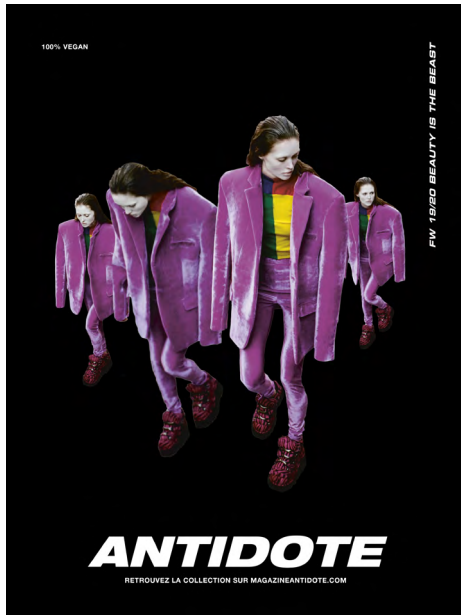
BYREDO STORE OPENING

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ANTIDOTE STUDIO

ANTIDOTE STUDIO IS A **VEGAN & GENDERLESS** LINE LAUNCHED IN 2019. ANTIDOTE TAKES **POLITICAL STANCES** : « BEAUTY IS THE BEAST », THE FW19/20 COLLECTION, WAS FIGHTING AGAINST NARROW AND **EXCLUDING BEAUTY STANDARDS**. « BOYS DO CRY », THE SS20 COLLECTION FEATURING THE TRANSGENDER MALE MODEL KROW, IS **STANDING AGAINST TRANSPHOBIA**. THE ANTIDOTE STUDIO PIECES ARE SOLD IN A SELECTION OF SHOPS AND CONCEPT STORES AROUND THE WORLD.



ANTIDOTE

100% VEGAN

SS20 BOYS DO CRY

ANTIDOTE STUDIO

RETROUVEZ LA COLLECTION SUR MAGAZINEANTIDOTE.COM

ANTIDOTE MERCH

ANTIDOTE MERCH IS A **VEGAN** LINE LAUNCHED IN 2018. IT GOES ALONG WITH ANTIDOTE ISSUES'S THEMES AND **SHARES PROGRESSIVE MESSAGES** REFLECTING THE MAGAZINE'S VALUES: « GLOBAL WARNING » (ECHOING THE EARTH ISSUE), « IN ORDER TO SURVIVE WE MUST CHANGE, IN ORDER TO CHANGE WE MUST SURVIVE » (ECHOING THE SURVIVAL ISSUE)...

THE ANTIDOTE MERCH PIECES ARE **EXCLUSIVELY SOLD ON OUR ESHOP.**



HOODIE «BOYS DO CRY» BLACK
ANTIDOTE MERCH SS20

GET YOUR MERCH



T-SHIRT LONG SLEEVE «BOYS (...)
ANTIDOTE MERCH SS20

GET YOUR MERCH



T-SHIRT LONG SLEEVE «BOYS (...)
ANTIDOTE MERCH SS20

GET YOUR MERCH

ANTIDOTE



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MAGAZINE DIGITAL EVENTS COLLECTIONS

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