



MISSION STATEMENT

A magazine doesn't last 149 years by standing still.
It endures by continually reinventing itself, always striving to
delight, inform, and inspire its readers.

That is the story of Harper's BAZAAR.

We *are* fashion.

Both a visual muse and an unrivaled source of ownable style,
we turn the unexpected into the coveted.

As we have since 1867.

BAZAAR^{Harper's}

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