



Esquire《君子》,又名《时尚先生》美国时尚杂志1933年创刊,网址www.esquire.com,70年历史的老牌男人杂志,坚持:一、决不办给男孩而是办给男人看,二、决不在封面上比基尼女郎。全球思维最正统的男人杂志,是哈斯特集团下相对应Cosmo的战略品,作风虽嫌老套但江湖地位依然。

Esquire U.S. monthly magazine, founded in 1933 by Arnold Gingrich. It began as an oversized magazine for men that featured a sophisticated style and drawings of scantily clad young women. It later abandoned the risqué drawings but continued to cultivate the image of affluence and refined taste. It pioneered the treatment of unconventional topics and feature stories and attracted a general-interest audience with pieces by well-known writers. In the 1940s, because of its early notoriety, it was the object of an ultimately unsuccessful court case challenging its worthiness for mailing privileges at desirable rates. By the late 20th century, Esquire had lost its literary distinctiveness.

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