

EST. 2025 / MEDIA KIT 2026

Curation Edit

TRAVEL · DESIGN · FASHION · BEAUTY · CULTURE

AN INDEPENDENT EDITORIAL PUBLICATION

OUR STORY

A publication for considered living.

Curation Edit is an independent luxury lifestyle publication exploring the intersection of travel, design, fashion, beauty and culture. We believe that taste is cultivated through curiosity — and that the most compelling stories are found not in what is new, but in what endures.

Every piece published in Curation Edit is selected with intention. We write for readers who seek meaning beneath the surface: who want to understand not just what is beautiful, but why it matters.

From boutique hotel openings and emerging interior movements to beauty launches and cultural phenomena, Curation Edit documents the places, objects and ideas shaping contemporary living — with depth, with sensitivity, and with a distinct editorial point of view.

*"We do not simply report on culture.
We interpret it."*



CE

WHAT WE COVER

Five verticals. One editorial vision.

Travel

Luxury Hotel Openings
Destination Guides
City Portraits
Restaurant Discoveries
Travel Trends
Cultural Tourism

Fashion

Luxury Collections
Emerging Designers
Fashion Week Coverage
Retail & Retail Spaces
Style Commentary

Design

Architecture
Interior Movements
Furniture & Objects
Craftsmanship
Design Festivals

Culture

Exhibitions
Books & Publishing
Cinema
Art & Artists
Cultural Commentary

Beauty

Skincare
Fragrance
Makeup
Wellness
Beauty Launches

Lifestyle

Slow Living
Food Culture
Gifting
Trend Forecasting
Shopping Guides

Our readers are people who live with intention — who choose their hotels, their wardrobes, and their objects carefully.

PRIMARY MARKETS

India PRIMARY MARKET	United States GROWING READERSHIP	Europe GROWING READERSHIP
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READER PROFILE

Designers & Architects	Frequent Travellers	Luxury Consumers
Creative Professionals	Brand Founders	Editors & Writers
Marketing Directors	Boutique Hotel Lovers	Cultural Enthusiasts

A design-conscious audience aged 25 to 45, who engage with culture as participants — not spectators.

STORY TYPES

What we write. How we write it.

Every story in Curation Edit is an act of curation — selected because it illuminates something true about the way we live now. We do not publish press releases. We publish perspectives.

01	Luxury Hotel Openings	02	Interior Design Movements
03	Restaurant Discoveries	04	Destination Guides
05	Luxury Beauty Launches	06	Fashion Collections & Commentary
07	Cultural Events & Exhibitions	08	Design Festivals
09	Travel Trend Forecasting	10	Shopping & Gift Guides
11	Architecture & Craftsmanship	12	Fragrance & Wellness

EDITORIAL OPPORTUNITIES

We welcome press materials, product launches, brand stories, and experiential invitations for editorial consideration.

Hotel & Travel Openings

New property launches, destination campaigns, travel experiences, and seasonal editorial.

Fashion & Collections

Seasonal collections, campaign imagery, designer profiles, and fashion week coverage.

Luxury Beauty Launches

New skincare, fragrance, and makeup launches with press samples and campaign assets.

Design & Interiors

Furniture collections, interior projects, design festival debuts, and craft collaborations.

Restaurants & Food Culture

New openings, chef profiles, tasting menus, and food-led cultural stories.

Cultural Events & Exhibitions

Gallery openings, art fairs, cinema, literary releases, and cultural programming.

Brand Collaborations

Limited edition releases, cross-brand partnerships, and capsule collection announcements.

Books & Publishing

Art books, monographs, travel writing, cultural criticism, and coffee table titles.

OUR FORMATS

Where your story finds its home.

I Website Feature Articles

Long-form editorial features published on curationedit.com, written with full editorial independence and optimised for discovery. Evergreen in nature — stories that continue to perform months after publication.

II Trend Reports & Forecasting

In-depth cultural and aesthetic analysis positioning brands within broader narratives. Ideal for launches entering a crowded category or seeking critical context.

III Editor's Picks & Curation

Curated roundups across travel, design, fashion, and beauty — selected with the same rigour as our features. Our recommendations carry editorial credibility, not sponsored feeling.

IV City Guides

Destination-led guides integrating hotels, restaurants, design destinations, and cultural programming. Particularly suited to hospitality brands and tourism boards.

V Instagram & Social Editorial

Visual storytelling across Instagram — carousels, Reels, and editorial content reaching a design-conscious, engaged audience.

VI Newsletter Features

Direct editorial placement within the Curation Edit subscriber newsletter — a curated dispatch for our most engaged readers.

Independent editorial. Genuine perspective. An audience that buys with intention.

Independent Editorial Voice

Curation Edit is not a content farm or a sponsored platform. Every story is chosen on editorial merit — which means our coverage carries genuine credibility with readers who distrust advertising.

Design-Conscious Audience

Our readers are not passive consumers. They are architects, creatives, frequent travellers, and luxury buyers who engage deeply with the brands they choose to follow.

Evergreen Value

Unlike social content that disappears within 24 hours, our features are built to endure — continuing to drive traffic, brand awareness, and reader discovery for months and years.

Search-First Publishing

Our articles are built for discovery. We write for how readers actually search — ensuring features remain findable and relevant long after publication, not just on launch day.

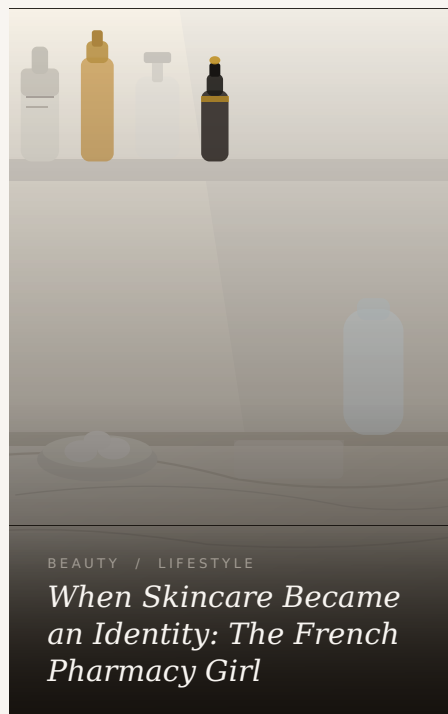
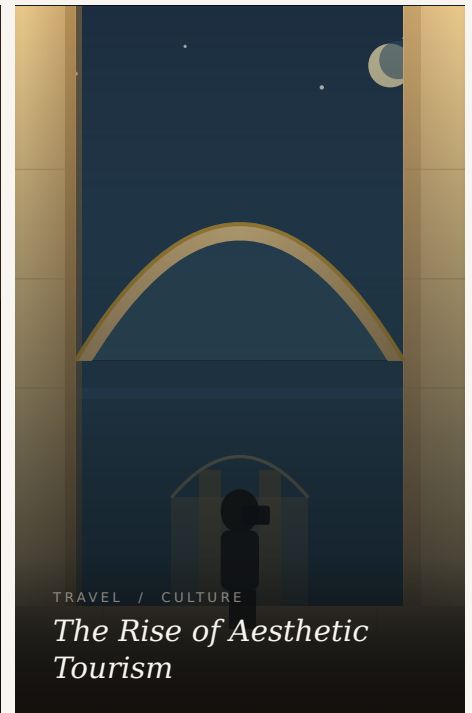
Thoughtful Visual Direction

Every piece of content produced for Curation Edit — written and visual — is held to the same standard: editorial in quality, considered in execution, beautiful in form.

Authentic Recommendation

We recommend only what genuinely belongs in the world of Curation Edit. This selectivity is what makes our endorsements meaningful — and why our readers trust what we say.

SELECTED STORIES



All articles available at curationedit.com



FOUNDER & EDITOR

Maheshwari Vickyraj

FOUNDER & EDITOR, CURATION EDIT

Maheshwari Vickyraj is a journalist, editor, and founder with a long-standing focus on the cultural, aesthetic, and experiential dimensions of modern life.

In 2025, she founded Curation Edit — an independent publication dedicated to thoughtful storytelling across travel, design, fashion, beauty, and culture. The publication reflects a conviction that has shaped her entire editorial career: that the most important stories are not simply about what exists, but about what it means.

Her writing approaches luxury not as aspiration, but as a lens — a way of understanding how the places we visit, the objects we choose, and the aesthetics we inhabit reveal something true about who we are and how we want to live.

Curation Edit was built on the belief that independent editorial publishing, done with rigour and genuine point of view, still matters — and still finds its audience.

GET IN TOUCH

*We welcome press materials,
collaboration proposals, and press
list requests.*

EDITORIAL ENQUIRIES

curationedit@gmail.com

WEBSITE

curationedit.com

LINKEDIN

Curation Edit

PRESS & PARTNERSHIPS

curationedit@gmail.com

INSTAGRAM

@curationedit

FOUNDER

Maheshwari Vickyraj

PRESS LIST REGISTRATION

To be added to our press list and receive advance editorial consideration for launches, openings, and campaigns, please send your press materials and brand overview to curationedit@gmail.com. Please include image credits and usage permissions with all asset submissions.



*Thoughtfully selected.
Beautifully told.*