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Cover Trail

How the cover gets made

Domestic Cover

1

"Cover is on Target. They're turning to actual kids to make their kids' line cooler, which would ideally lead to the entire brand becoming cooler."

"How are the kids helping them?"

"By giving feedback on fashion decisions, like color, patterns, and graphics."

"So they're almost like 3-foot-tall Anna Wintours."



International Cover

1

"Story is on Italy. It's deep in debt, a populist party is gaining, and the prime minister's in trouble—just what the EU needs right now."

"When was the last time Italy was in this much turmoil?"



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