



# Renata Libal goes to Femina

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**Renata Libal is the person who has been chosen by Edipresse to head the restyling of the women's magazine Femina. Currently editor-in-chief of the monthly magazine Edelweiss, Renata Libal will have the mission of modernizing the leading women's magazine in French-speaking Switzerland.**

Renata Libal should take up her new duties this summer. She will initially assume the role of project leader for the renewal of Femina. Once the new formula is launched, sometime before the end of 2004, she will be appointed as the magazine's next editor-in-chief.

The management of Femina ? with 207,000 copies sold and 518,000 weekly readers ? intends to develop the magazine's journalistic content and reinforce its advertising market position. Simultaneously, the new approach seeks to maintain the title's fundamental values (credibility, substance, rooted around French-speaking Switzerland), boost the rhythm of the magazine, add more surprises, and fun to the magazine, as well as broadening the practical services sections.

Aged 42, Renata Libal began her career at L'Hebdo where she edited the Société column (1997 ? 1999). She then joined the conception and launch team of Dimanche.ch, later becoming assistant chief editor (1999 ? 2001). Since February 2002, she has been editor-in-chief of Edelweiss, the Ringier group's high-quality women's magazine. She is married with two children.

Marie-Pierre Dupont, chief editor of Femina since 1978, will stay in charge of the title's regular production throughout the new project's development phase. She will hand over the helm to Renata Libal when the new Femina is ready.

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