

# The Design Storyteller

Luxury design and architecture magazine Design Anthology expands beyond Hong Kong and sets up a new agency to help clients develop branded content strategy.



(Photo by Jeremy Smart)

Founded in 2013 by Suzy and Phil Annetta, Design Anthology is a Hong Kong-based publication focusing on interiors, product design, architecture and urban living across the Asia Pacific region. With the founders' backgrounds in publishing and interior design, the magazine is one-of-a-kind in its curation and attention to detail. Recently, the quarterly has expanded out of Asia and launched a UK/Europe edition in 2018, as well as an Australia edition in 2019. The publication is also available digitally via platforms such as Zinio and PressReader, as well as providing regular content on its website and through a new podcast series.

Using their strength in crafting design-focused content, the founders set up content agency Fifth Black in 2016 to help brands create custom content. The company is growing continually and now incorporates a branding identity and strategy service, offering a one-stop solution for clients looking to engage with savvy urban dwellers.

"Design is at the centre of everything we do, and while we create and publish content about multiple subjects – such as art, food, fashion, travel and luxury lifestyle-related topics – design and architecture are our core passions," said Suzy, Fifth Black's Creative Director and Design Anthology's

“ The city is strategically situated within the region, and in fact the world, which allows creative talent access to everything that Hong Kong, Mainland China and the rest of Asia have to offer. ”

**Suzy Annetta**  
**Editor-in-chief**  
**Fifth Black**

Editor-in-Chief. "As we work regularly with property developers, our expansion into branding and identity design offers another communication vehicle tailored to those clients that complements our established print, digital and multimedia offerings."

## Easy access to Asia market for creative industries

Originally from Melbourne, Suzy feels that Hong Kong is the right place to be for Fifth Black, with its clientele ranging from property developers and hotels to luxury retailers. As Hong Kong is currently the company's head office where most of its staff is based, editing, quality control and design are all done from this office. With a growing market demand, the company also plans to provide more services and grow its team in the city. "We hope to continue to work with the best in the industry and expand our presence regionally. Hong Kong is unique in the world being small and compact but at the same time big and international. It's fast-paced, dynamic and full of opportunities," she said.

"The city is strategically situated within the region, and in fact the world, which allows creative talent access to everything that Hong Kong, Mainland China and the rest of Asia have to offer," she added. "We have access to great quality and well-priced printing and shipping, and access to factories in Mainland China. Depending on what creative sector you're in, there are

many benefits to being based here. I've also found the community here is tight knit. Creatives are supportive of each other and very social."

Suzy said that InvestHK's support has been very helpful in various ways. She concluded, "InvestHK has been helpful so far in helping to get the word out about our company and has advised us about potential grants and funding schemes in the past which we are very grateful for."

## Fifth Black

- Design Anthology and Fifth Black were founded in 2013 and 2016 respectively
- Design Anthology magazine is published quarterly in Asia and the UK, and biannually in Australia starting from 2019
- While Hong Kong remains the company's headquarters, the company set up a new office in Melbourne in 2019 to support the new publication in Australia

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