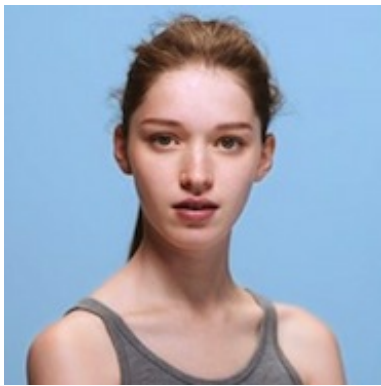


INTERNET

Vogue Video's Beauty School brings tutorials back to basics

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Vogue Beauty School's "How to Cleanse"

By JEN KING

Condé Nast Britain is expanding the coverage found on Vogue Video to include beauty content to further the video hub's positioning as a one-stop resource for consumers.

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Luxury Daily

Vogue Video launched in June with the "Vogue Presents The Minion" mockumentary, a fun introduction to the new facet of Condé Nast Britain ([see story](#)), and since its debut the film has been viewed 2.5 million times, showing that there is an interest for publication-curated video content. By expanding its fashion-centric coverage into other relevant areas, Vogue Video will increase its audience and further establish its premiere content in a new way.

"Vogue is an authority on beauty with an incredibly strong and well respected beauty team so our audience naturally want to know their recommendations," said Danielle Bennison-Brown, director of video content at **Condé Nast** Britain, London.

"For the beauty category the how-to format has been successfully tried and tested so this seemed the obvious way to go," she said. "On the other hand this is a very overcrowded space so we needed to find a way of approaching it that was new and unique to Vogue."

"In line with our video strategy we looked at utilizing an educational approach that focused on explaining what these beauty terms actually mean and why do we do them before getting on to how we do them. Together with Vogue's authority in the category and our approach we have created useful helpful guides for our viewers that give them all the information in a quick entertaining way."

You clean up well

Condé Nast Britain debuted the Vogue Beauty School Series with "How to Cleanse," a step-by-step visual guide housed on the Vogue Video channel. In the minute and a half segment, Video Vogue takes the viewer through the what, why and how of face cleansing.

The video begins with a brief description, and the necessity, behind cleaning ones face properly. A model is showing tying her hair back before another set of hands walks the viewer through the cleaning tutorial.

Embedded Video: <https://www.youtube.com/embed/OXW111TgJOU>

Vogue Beauty School - How to Cleanse

Vogue Beauty School is described as a series that will take viewers back to the whats, whys and hows of simple, yet essential, skincare and makeup through expert advice from leading beauty consultants and makeup artists. In a crowded online field of elaborate makeup techniques and trends and amateur beauty bloggers, this back to basics approach may be welcomed by Vogue readers.

The content was created in collaboration with beauty and health director of Vogue, Nicola Moulton, and deputy beauty and health editor Lauren Murdoch-Smith. The pair worked together to prepare the video's script and artistic direction to offer viewers instructional guides.

"[Vogue Video's] series is genuinely useful and provides our viewers with helpful advice and guidance," Ms. Bennison-Brown said. "Together with the other films we release in the future, our viewers will begin to see a pattern of Vogue utilizing our experience and unrivaled access to create content that is insightful and informative."



Vogue Video's logo for Vogue Beauty School

Going forward Vogue Beauty School will offer additional expert guidance on skincare and makeup. Throughout the month of August, Vogue Beauty School will concentrate on

skincare in five episodes with topics such as exfoliating, using a primer and using a night cream being explored.

Vogue Beauty School's Makeup series will begin in September with topics such as how to draw winged eyeliner and wear a red lip.

An authority on fashion

In recent months, Condé Nast has extended coverage to different aspects of its readers' lives and interests in digital form.

For example, Condé Nast introduced a new video series that gives viewers an inside look at global style influencers.

"Inside The Wardrobe" consists of three five-minute videos that explore an individual's closet and share her style secrets with the audience. Produced in collaboration with Vestiaire Collective, Condé Nast's new series will help the company expand its digital presence and appeal to younger consumers ([see story](#)).

Also, Condé Nast's British Vogue has unveiled a new facet of its Web site focusing on children's wear content.

Due to the growing interest in material topics ranging from current parenting trends to children's clothing, British Vogue has responded to the interests of its readers through "Mini Vogue." Creating a digital hub for this content will continue to strengthen the relationship Vogue titles have with their readers, first as young adults with Miss Vogue and then to mothers with its flagship title ([see story](#)).

Bringing the print pages of Vogue to life through digital media has been a focus for the publishing house as of late.

"The role of video is only going to become more and more important in the future so it is a vital focus for us now," Ms. Bennison-Brown said. "Vogue video will be an additional window into the Vogue brand, allowing us to build new audiences and create new opportunities for our clients."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/jNcYK7GCNfY>

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