

PRINT

Grace Coddington to add “at large” to Vogue title

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Grace Coddington

By STAFF REPORTS

After being creative director of American Vogue for nearly 30 years, Grace Coddington has announced her plans to step down from her role at the Cond Nast-owned publication.

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In an exclusive interview with Business of Fashion, Ms. Coddington announced that she will take on a new role as creative director at large, allowing her to work on external projects alongside her styling duties for American Vogue. While Ms. Coddington is not leaving her position completely, the fashion industry has recently been subjected to many creative directors stepping down to pursue personal endeavors.

A change in perspective

Ms. Coddington joined American Vogue in 1988 after a successful modeling career. While there are no immediate plans to fill the creative director position, American Vogue told **Business of Fashion** in a statement: "After more than 25 years at American Vogue, Grace Coddington will assume the role of creative director at large and take on additional projects outside the magazine. She will work on several Vogue fashion shoots throughout the year."

Under her contract, Ms. Coddington must produce at least four editorial spreads per year for the magazine. Ms. Coddington will also maintain her office at Cond Nast headquarters at One World Trade Center in New York.

In a personal statement, Ms. Coddington said, "I'm not running away from Vogue, because it has opened so many doors. But it will be nice to collaborate, and nice to go out [and] give talks to people.

"It's just another approach, I'm certainly not going into retirement," she said. "I don't want to sit around."

Great Bowery, an agency established in 2015 by Matthew Money Penny, founder of image-licensing company Trunk Archive, will represent the 74-year-old Ms. Coddington as its first client. Mr. Money Penny lists Bruce Weber, Annie Leibovitz, Juergen Teller and others as clients among his companies and its affiliates.

Ms. Coddington's shift in responsibilities at American Vogue comes after it was announced that she "persuaded" publishing house Phaidon to reprint the tome written in her honor.



Grace: Thirty Years of Fashion at Vogue

"Grace: Thirty Years of Fashion at Vogue" was originally published in 2002 by Karl Lagerfeld's Edition 7L, a joint publishing venture with Steidl. The limited print run caused fervor in the fashion world as fashionistas rushed to snag a copy before it sold out ([see story](#)).

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