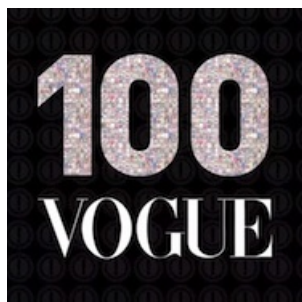


MEDIA/PUBLISHING

Vogue Video tours archives to fete 100 years of British Vogue

June 2, 2016



Still from Inside British Vogue: A Brief History of 100 years

By STAFF REPORTS

Cond Nast's Vogue Video is joining the celebrations surrounding the centenary of British Vogue with a series of commissioned films.

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Launched in 2015, Vogue Video content boasts combined viewing figures of more than 32 million and counts an audience of more than 225,000 as subscribers to its award-winning channel. Publishers have tapped into the potential digital content offers, with videos providing a clear pathway for consumer engagement.

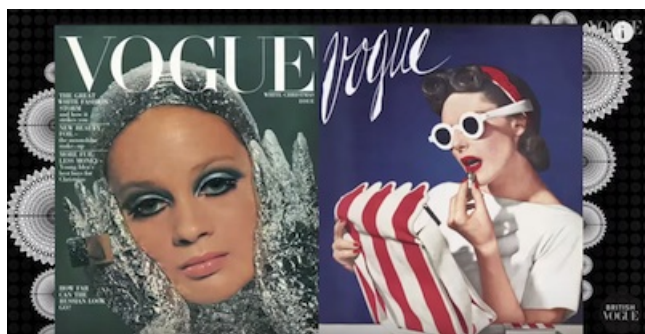
Video visuals of Vogue

"Inside British Vogue: A Brief History of 100 Years" debuted on the Vogue Video channel on May 31.

"What better way to celebrate Vogue's anniversary on Vogue Video than to work with an artist as talented as [director] Lorenzo Petrantoni," said Danielle Bennison-Brown, director of video content for Conde Nast Digital, in a statement. "We hope our audience will enjoy watching these films as much as we have enjoyed making them."

For the first episode, Mr. Petrantoni journeyed into the Vogue archive to share with viewers the publication's heritage and status as the "Fashion Bible," creating illustrations for each decade.

Narrated by model Poppy Delevingne, the five-minute film begins with a slideshow pairing modern Vogue covers with those from its archives. In her narration, Ms. Delevingne explains that she will be giving an overview of Vogue's journey from movie stars' makeup in the 1930s to the supermodels of 1990s in a series of fun facts.



Video still from Inside British Vogue: A Brief History of 100 Years

Ms. Delevingne starts in September 1916 during WWI, when 10 staffers put the finishing touches on Vogue's inaugural issue. Its mission statement since then has been to "champion bold, fearless women."

Going decade by decade, Ms. Delevingne speaks as vintage clips and magazine clippings and artwork fly by. She speaks of the literary collaborations of the 1920s and the emergence of Hollywood coverage in the 1930s, including its first dedicated beauty issue in 1932.

When WWII broke out in 1939, the British government insisted British Vogue continue to go to print as a way to boost morale. During the six years of war, the publication never missed an issue.

In the years following Vogue's on-the-ground coverage of the war, the publication launched its annual Britannica issue, an edition that celebrates homegrown talent, to mark HRH Queen Elizabeth II's coronation in 1953.

By the 1960s, British Vogue had moved into its new offices on Hanover Square and fashion photography had exploded. During this time, the publication thrived on "reformation, experimentation and female choice; encouraging sex, freedom and equality in the coolest country in the world."

Ms. Delevingne continues on to the 1970s, when Vogue stood behind the second wave of feminism, taking readers into the 1980s. Then the "supers" hit the scene in the 1990s, when Vogue models became household names, with Kate Moss leading the way.

The film concludes with Ms. Delevingne speaking of what British Vogue does today through its festival events, digital content and video channel.

Inside British Vogue: A Brief History of 100 years / British Vogue

The 2016 edition of the Vogue Festival, for instance, took place in May on the East Albert Lawn of London's Kensington Gardens.

Vogue Festival celebrated British Vogue's milestone of 100 years in print and gave attendees the opportunity to experience its universe through workshops, talks, makeovers and career advice sessions, or by perusing branded merchandise in the Vogue Caf and Vogue Shop ([see story](#)).