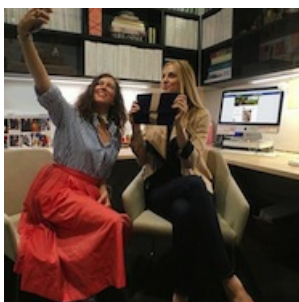


MEDIA/PUBLISHING

## Vogue VIP membership to offer first-hand access to title's editors

July 12, 2016



*Vogue accessories director Selby Drummond*

By STAFF REPORTS

Cond Nast's Vogue magazine is responding to readers' burning questions in its first-ever Facebook chat July 14.

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For generations, Vogue has been the go-to for fashion enthusiasts looking for insights on the latest style trends, but the reader/editor relationship was mostly two dimensional. Bringing the knowledge of its editors to the digital space, Vogue VIP is a members-only experience that will offer the title's readers unprecedented access to the fashion world.

### Ask Vogue

Readers program Vogue VIP includes a number of benefits, such as a limited-edition Clare V. clutch upon sign-up, monthly offers from top brands including Farfetch and goop and access to exclusive editorial content. Membership per year for Vogue VIP is \$200.

Members of Vogue VIP are also invited to join a different Vogue editor each month for a Facebook Q&A. Kicking off the series will be Vogue accessories director Selby Drummond, who will host the chat via live stream from her office at 1 World Trade Center in New York on Thursday, July 14.



*Vogue VIP membership gift*

When readers RSVP for Vogue VIP, an access code will be sent via email in minutes. The code then unlocks a private Facebook group where she can chat with other VIP members and will soon be joined by Ms. Drummond.

Once Ms. Drummond signs in, the chat will begin with the Vogue VIP members posing the questions. Vogue suggests prompts such as how Ms. Drummond landed at Vogue, which fashion and accessories are worth buying this season and what to wear on an interview, but leaves the questions open ended to encourage lively and candid conversation.

Similarly, Este Lauder Cos.' Crme de la Mer turned to Facebook Live to decode summer beauty with one of its newly appointed brand ambassadors, Patrick Ta.

On June 30, the brand hosted a Facebook Live chat with Mr. Ta and Clyde Johnson, executive director of North American education, events and spa experience for La Mer. Using Facebook Live allowed La Mer to engage its audience directly, with followers being able to ask questions and post their thoughts in the comments section ([see story](#)).

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