

MEDIA/PUBLISHING

British Vogue writes ode to homegrown craft, talent in April's The 100

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Burberry February 2017 collection featured in British Vogue The 100; photo by Philip Sinden

By STAFF REPORTS

Conde Nast-owned British Vogue has dedicated its April edition to the craftsmanship that hails from the British Isles.

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British Vogue's editorial direction for April was done in response to Britain being "at the heart of the current news agenda and political debate." Instead of focusing on divisive topics, British Vogue set out to underscore the creative and inspiring design talents that call the British Isles home.

Hometown pride

April's "The 100" is a celebration of the biggest, brightest and finest British brands. The list ranges from heritage houses synonymous with British luxury to new, rising talents and smaller, but well-targeted brands.

The 100 is broken into 17 categories, giving readers a well-rounded overview of Britain's creative talents both big and small.

For example, the "Homespun" category includes homegrown brands that are British-made. The section includes Barbour, which counts HRH Queen Elizabeth II and April cover face Kate Moss as fans and Belstaff, which owes its popularity in part to "The Great Escape" where actor Steve McQueen sported its jacket.

British Vogue's "Craft Champions" segment of The 100 underscores brands that go above "brand value" via craftsmanship. Craft Champions includes Alexander McQueen and Simone Rocha, to name a few.

Additional categories include: The Superbrand; The New Establishment; High-Street Heroes; Shoes; Department Stores; Couture; Jewelry; Working-Wardrobe Gems; The Newcomers; By Invitation Only; The Colorists; Digital Dynamos; The Staples; The Agitators and The Revivalists.



Supermodel Kate Moss graces the cover of British Vogue's The 100 for April 2017

"To make Brexit work in any way for this country, one of the most important targets will be to get good trade deals for Britain," said Alexandra Shulman, editor in chief of British Vogue, in a statement.

"In recent years, fashion has been one of the industries that has set its sights in the bigger, international picture and it is now a truly global business that should not have to shift into reverse and become focused on only the home market," she said.

"It has long been thought that fashion can only benefit from the rich mix that different nationalities bring to the table. But that is not to diminish the great fashion stories that this country has to offer, both well-known and under the popular radar."

British Vogue's April edition hit newsstands March 10.

Similar to British Vogue's The 100, London Craft Week was established to tout Britain's passion and skill of "best-made goods," as well as to safeguard traditional artisanship.

Now in its third year, London Craft Week is continuing to advocate for traditional artisan skills such as tailoring, book binding and woodworking.

Being held on May 3-7, the week-long showcase will feature craftsmanship from around the world and a program of more than 200 events across London. Attendees will be welcomed into hidden workshops of unknown makers along with famous studios, shops and luxury brands to learn of their inner workings and creative process ([see story](#)).