

MEDIA/PUBLISHING

## Edward Enninful named editor in chief of British Vogue

April 10, 2017



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

By STAFF REPORTS

Cond Nast's British Vogue has selected Edward Enninful as editor in chief Alexandra Shulman's successor.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

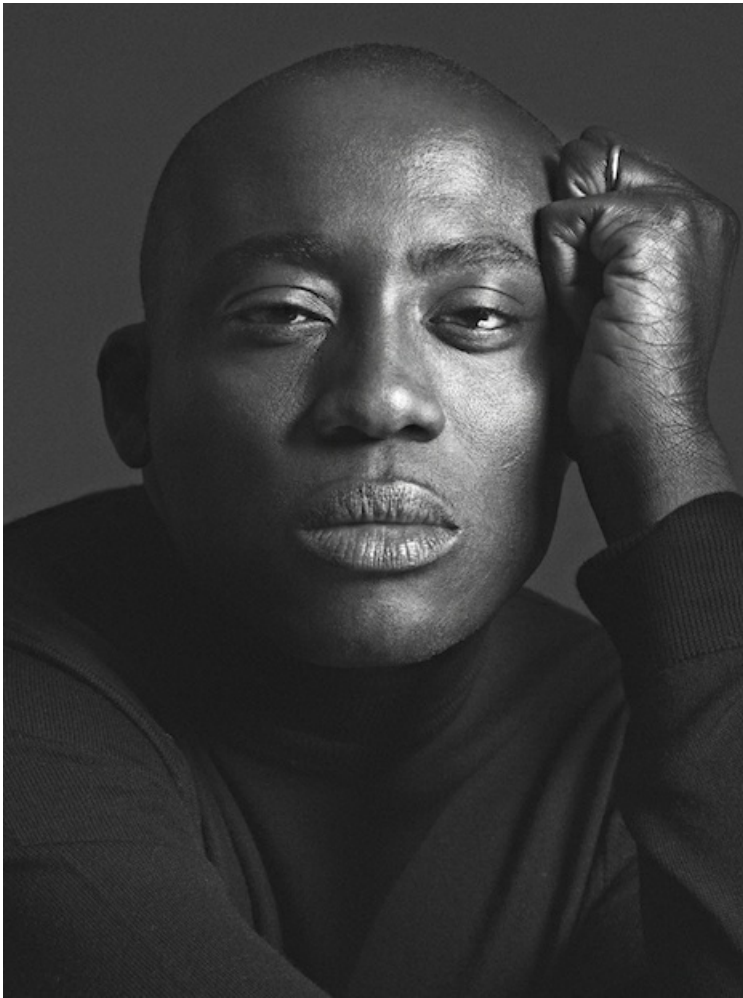
Mr. Enninful, who was born in Ghana and raised in London, is currently the creative and fashion director of the U.S. publication *W* magazine. The editor will begin his new role abroad on Aug. 1, following Ms. Shulman's departure in June ([see story](#)).

### Editorial eye

The 45-year-old Mr. Enninful was brought to London as a child. After being discovered by a model scout as a teen, he found a love of fashion.

Still a teen, Mr. Enninful began styling and landed the job of fashion director at *i-D* at 19, becoming the youngest individual with that title in the industry. The editor attended Goldsmith's, University of London, but dropped out to take on fashion editing as a full-time career.

Starting in 1991, Mr. Enninful worked at *i-D* for 20 years. From 1998-2011, he also contributed to *American Vogue* and *Italian Vogue*.



*Edward Enninful portrait by Mert & Marcus*

In 2011, Mr. Enninful took on his current role at W.

While the editor has been working in the U.S. for more than five years, he has been recognized in Britain. Queen Elizabeth II awarded him Officer of the Most Excellent Order of the British Empire last year, and the British Fashion Council chose him as fashion creator of the year in 2014, bestowing its award named after Isabella Blow.

"In addition to [Edward's] magazine editorial work, he is an adept practitioner of video and a widely followed presence on social media," wrote Jonathan Newhouse, chairman/CEO of Cond Nast, in an internal memo. "He is considered to be an influential figure in the communities of fashion, Hollywood and music which shape the cultural zeitgeist."

One recent example of his interpretation of current culture was a political video project.

During New York Fashion Week in February, W magazine gathered models, photographers, designers and stylists at Milk Studios to send a pro-immigration message. Combatting the administration's refugee ban that is currently being rewritten, the video's message is simply, "I am an immigrant."

The brainchild of Mr. Enninful, the video includes 81 participants such as designers Diane von Furstenberg and Joseph Altuzgara, photographers Inez van Lamsweerde and Vinoodh Matadin and model Adriana Lima. These personalities' words are intercut with each other, creating a united message ([see story](#)).

"By virtue of his talent and experience, Edward Enninful is supremely prepared to assume the responsibility of British Vogue," Mr. Newhouse said.