

MEDIA/PUBLISHING

British Vogue adds fashion, beauty hires to revamped editorial team

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Burberry February 2017 collection featured in British Vogue The 100. Image credit: British Vogue, photo by Philip Sinden

By STAFF REPORTS

Cond Nast-owned British Vogue's editor in chief Edward Enninful is adding more well-known faces to the publication's masthead ahead of his August start date.

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Among the newly appointed contributors are makeup artists Pat McGrath, Charlotte Tilbury and Val Garland as well as hairstylists Guido Palau and Sam McKnight. The editor has made a number of staffing additions to the title ranging from celebrity models to publishing veterans.

New leadership

Mr. Enninful, who came to British Vogue from U.S. title W, is hiring from his former publication for a top position.

Johan Svensson, who was most recently design director of W, will now be British Vogue's creative director. His resume also includes Vogue Paris, where he was previously art director.

Another new hire is Poppy Kain, who will be senior fashion editor. She comes to British Vogue with a range of experience that spans campaigns for Marc Jacobs and Stella McCartney, runways shows for Anya Hindmarch and Jonathan Saunders and print work for i-D, W and The New York Times Magazine.

Other newly added fashion staffers include fashion editor Jack Borkett and senior contributing fashion editor Kate Phelan. Mr. Borkett has worked with titles including i-D and W, while Ms. Phelan's experience includes creative director of Topshop and co-fashion director of British Vogue.



British Vogue cover from April 2017. Image credit: British Vogue

Contributing fashion editors for Mr. Enniful's British Vogue include stylist Jane How, Arena Homme+ editor Max Pearmain and Joe McKenna, the former fashion director-at-large at T Magazine. Stylist and fashion consultant Clare Richardson, Document Journal fashion director and W contributor Sarah Richardson and Mastermind editor Marie-Amlie Sauv are also contributing fashion editors.

While fashion features editor Sarah Harris is on maternity leave, Claudia Croft will take on the position. Ms. Croft is the former fashion editor for The Sunday Times and is currently the head of fashion at Style magazine.

Former AnOther magazine fashion and beauty features director Olivia Singer also joins British Vogue as executive fashion news editor, while the magazine's new fashion critic is former i-D and Vice fashion features director Anders Madsen.

Jessica Diner, who had a previous eight-year tenure at British Vogue in the beauty and health department, has been named beauty and lifestyle director. She returns to the title after working at Birchbox as content and creative director.

Caroline Wolff, who was formerly photography director at W, will be an editor-at-large.

Mr. Enniful also hired from the fashion and beauty industries. Model and feminist activist Adwoa Aboah has been named contributing editor, while makeup artists and hairstylists Ms. Garland, Mr. McKnight, Mr. Palau and Ms. Tilbury are all contributing beauty editors. Ms. McGrath has been named beauty editor-at-large.



Pat McGrath. Image credit: Pat McGrath

"All inspirational and highly-regarded in their individual fields, I'm really excited to see my vision for the British Vogue team come to fruition," said Mr. Enniful in a statement. "I'm very much looking forward to working with everyone on forthcoming issues."

Previously, director Steve McQueen and supermodels Naomi Campbell and Kate Moss were named contributing editors of the title, while Vogue creative director-at-large and former British Vogue employee Grace Coddington is joining as a contributor ([see story](#)).

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