

MEDIA/PUBLISHING

## Justine Bellavita named Vogue International's first editor in chief

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*Titles at Cond Nast Worldwide News boutique in London. Image credit: Cond Nast*

By STAFF REPORTS

Cond Nast-owned Vogue International has appointed Justine Bellavita for the magazine's newly created position of editor in chief.

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Ms. Bellavita will lead the new centralized Vogue International editorial team out of the magazine's offices in London. The Vogue International team will concentrate on digital coverage of all aspects of the global fashion scene.

Back at Vogue

Previously, Ms. Bellavita was the digital editor at Vogue Italia, under the late editor in chief Franca Sozzani.

While at Vogue Italia, Ms. Bellavita doubled the site's unique users in her first year. The magazine's current Web site Vogue.it was launched by Ms. Bellavita.

Ms. Bellavita is currently at VanityFair.it, where as editor she oversaw the editorial and print team integration as well as its social media activities, branded content and media partnerships.

Adding to her experience, Ms. Bellavita also worked as a news and feature writer in San Francisco, New York and Paris.

As editor in chief of Vogue International, Ms. Bellavita will report to president of Cond Nast International Wolfgang Blau. Ms. Bellavita will start at Vogue International in October.

"I'm thrilled to return to the Vogue brand," Ms. Bellavita said in a statement. "This is a rare opportunity for any journalist, and I'm looking forward to working in collaboration with multiple Vogue teams around the world, playing a part in the continued success of Vogue now and for the future."



*Justine Bellavita will begin as Vogue International's first editor in chief in October. Image courtesy of Cond Nast*

Jonathan Newhouse, chairman and chief executive of Cond Nast International, echoed Ms. Bellavita's statement, saying, "Justine Bellavita brings a wealth of experience, know-how, professionalism and talent to the role.

"She is a number one in the field of digital fashion journalism and ideal for leading our new central digital Vogue team," he said.

Vogue International's team includes editors, reporters, interactive and video journalists, a social media and audience development team and a dedicated Snapchat team. The central digital team lends its support to joint editorial projects and internationally relevant coverage for Cond Nast International's Vogue teams in Asia, Europe and Latin America.

Other Vogue titles, namely the British edition, have seen an onslaught of internal changes.

For example, newly instated British Vogue editor in chief Edward Enninful is adding to the magazine's masthead with some well-known fashion and film personalities.

Director Steve McQueen and supermodels Naomi Campbell and Kate Moss have been named contributing editors of the title, while Vogue creative director-at-large and former British Vogue employee Grace Coddington is joining as a contributor. Ahead of his start date in August, Mr. Enninful is making a number of appointments ([see story](#)).

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