

MEDIA/PUBLISHING

Vogue Italia explores age bias in October's Timeless edition

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Lauren Hutton is the oldest Vogue cover model to date. Image credit: Vogue Italia

By STAFF REPORTS

Cond Nast's Vogue Italia has dedicated its October issue to women over the age of 60.

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Fashion is often accused of ageism, often opting for young up-and-coming models in advertising campaigns and runway presentations rather than mature, experienced faces of the 40-and-older crowd. Women older than 40 years old are a primary demographic that many brands and retailers overlook despite the group's positioning and buying power.

Timelessness

On newsstands Oct. 5, Vogue Italia's "Timeless" issue focuses on older women who are trailblazers in their respective fields.

Featured on the Timeless issue's three alternate covers is actress and model Lauren Hutton. The 73-year-old Ms. Hutton has been featured on a record 27 Vogue magazine and 13 international Vogue covers in her decades-long career.

But, Ms. Hutton told WWD that this particular opportunity stands out because, "This is a cover that can change society, because it shows a woman who is vibrant, attractive, who still laughs and for the first time is a woman my age."

Photographed by Steven Klein, Ms. Hutton is now the oldest woman to cover any of Vogue's international editions.



Sneak peek to our October issue sempre oggi on Newsstands tomorrow October 5th The legendary Lauren Hutton in Valentino @maisonvalentino by Steven Klein @stevenkleinstudio styled by Patti Wilson @patti_wilson #TheTimelessIssue #TimelessVogueItalia Exclusively today on @WWD Editor in chief @efameti Creative director @gb65 Models Lauren Hutton and Diego Villarreal @ddiegovillarreal @ Soul Artist Management Hair Ward @ward_hair @ The Wall Group. Hair pieces Helena Collection Wigs @helenawigs Make-up Kabuki @kabukinyc @ (www.kabukimagic.com) Manicure Yuko Tsuchihashi @yukotsuchihashi @ Susan Price NYC Set designer Stefan Beckman @stefanbeckman @ Exposure NY on set Viewfinders

A post shared by Vogue Italia (@vogueitalia) on Oct 4, 2017 at 2:39am PDT

Vogue Italia's Timeless issue also includes Benedetta Barzini, the title's first-ever cover model, supermodel Iman and Elon Musk's mother Maye, who was also just recently announced as the new face of CoverGirl cosmetics.

The magazine's new editor in chief Emanuele Farneti ([see story](#)) created the age-inclusive issue in response to the changes in advertising and castings, as consumers yearn for a more realistic lens on fashion.

Vogue Italia's Timeless issue also continues the title's politically active direction spearheaded by late editor in chief

Franca Sozzani. Vogue Italia was the first fashion title to present an inclusive vision with issues dedicated to "Black" in 2008 and "Curvy" in 2011.

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