

MEDIA/PUBLISHING

British Vogue begins #NewVogue chapter with Edward Enninful's debut

November 9, 2017



Edward Enninful joined British Vogue from W magazine in August. Image credit: British Vogue, photo by Mike Trow

By STAFF REPORTS

Cond Nast-owned British Vogue's inaugural issue with Edward Enninful as its editor in chief will hit newsstands Nov. 10.

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Mr. Enninful was announced as Alexandra Shulman's successor in April after she stepped down as editor in chief, with the June edition of the title being her last. Joining British Vogue Aug. 1, Mr. Enninful, who was born in Ghana and raised in London, was formerly the creative and fashion director of Cond Nast's W magazine ([see story](#)).

#NewVogue

The December 2017 issue of British Vogue will be the first edition under Mr. Enninful's direction.

At the time of his appointment as editor in chief, Mr. Enninful said he looked forward to continuing British Vogue's "legacy of creativity and innovation" and providing its readers with an exciting and beautiful magazine.

For the December 2017 issue, Mr. Enninful selected model Adwoa Aboah to grace its cover. Similar to Mr. Enninful's own background, Ms. Aboah is also British and Ghanaian.



Adwoa Aboah graces the cover of British Vogue December 2017. Image credit: British Vogue, photo by Steven Meisel

Ms. Adoah's British Vogue cover was photographed by Steven Meisel and was unveiled Nov. 7 across the publication's social and digital channels. In the image, Ms. Adoah wears a colorful turban and matching silk fabric drapes her shoulder as well as bright eyeshadows and an ultra-glossed lip.

Subscribers of British Vogue received their copy as early as Nov. 8, and the digital edition was activated Nov.9. Newsstands will receive the December book Nov. 10.

To promote Mr. Enniful's debut issue, British Vogue is using the hashtag #NewVogue and has filmed a number of videos with notable Brits, including Ms. Aboah, Victoria Beckham, Grace Coddington, Millie Bobby Brown and Christopher Bailey.

Edward Enniful Meets Adwoa Aboah / The December Issue / British Vogue

British Vogue will also release a limited-run hardcopy edition of the December 2017 magazine.

On Nov. 16 between 11 a.m. and 1 p.m., Mr. Enniful will be at the Cond Nast Worldwide News store at Vogue House in London to sign copies. The magazine signing is first-come, first-serve, as only 200 hardcopies of the magazine have been published.

A hardcopy of Mr. Enniful's British Vogue debut will retail for 70 pounds, or about \$90 at current exchange rates.

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