

MEDIA/PUBLISHING

British Vogue chases young audiences with hire of new digital editor

February 22, 2018



Women of Influence portrait as seen in British Vogue. Image credit: British Vogue, photo by Julia Hetta

By STAFF REPORTS

Cond Nast-owned *British Vogue* is expanding its digital presence with the hiring of Alice Casely-Hayford as new digital editor of the magazine.

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

Ms. Casely-Hayford joins *British Vogue* from Refinery 29 and will be focusing on expanding the publication's presence in the latest digital mediums from live video to Snapchat. The hire comes at a time when media companies are increasingly trying to negotiate the tricky waters of the new digital landscape and the ever-shifting tools and platforms afforded to them.

"Alice brings with her a wealth of experience and ideas and I'm hugely excited to have her on board to help evolve our digital offer," said Edward Enninful, editor-in-chief of *British Vogue*, in a statement.

Digital changes

British Vogue launched its first Web site in 1996 and since then it has been invested in creating digital tools and Web-based features for its readers.

British Vogue has begun focusing on video content since 2015, starting with features from its Miss Vogue vertical.

In 2017, the publication joined Snapchat officially, with a focus on creating vibrant content that would be engaging for the hip, younger crowd who frequents the social media platform.

British Vogue has brought on Ms. Casely-Hayford to help maintain and advance this digital agenda, with a focus on the emerging media opportunities based on the rapid change in platform and media consumption habits of today's consumers.



British Vogue joined Snapchat last year. Image credit: British Vogue

Most recently, *British Vogue* introduced readers to the Suffragettes of today in its February issue.

The women featured in *British Vogue's* "Women of Influence" editorial spread are continuing the fight for equality, a century after the original Suffragettes movement marched for gender equality. From advertising campaigns to #MeToo and red-carpet dressing, female empowerment has been on the minds of influencers and consumers alike as gender-related societal issues come to the front ([see story](#)).

"I am absolutely delighted to be joining an outstanding team at British Vogue as digital editor in this exciting new chapter," Ms. Casely-Hayford said. "I look forward to growing Vogue's presence across all digital platforms, working with the international Vogue teams and expanding on the site's current successes."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.