

MEDIA/PUBLISHING

Vogue's April issue celebrates fashion's past while looking towards the future

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Vogue's April issue profiles luminaries from the fashion world. Image credit: Vogue

By DANNY PARISI

Vogue magazine's latest issue is exploring the dreamers who have shaped the world's fashion industry, profiling Christopher Bailey of Burberry, among other luminaries of the fashion world, along with newer voices.

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The April issue of the Cond Nast title, which features Kendall Jenner on the cover, is flushed with ads from some of the biggest fashion houses in the business advertising their spring collections. Additionally, smaller, newer brands such as Rag & Bone are seen sharing prime ad space with legacy brands such as Gucci.

"It is not unusual to see legacy brands and newer, younger brands advertising in print," said Ross Anderson, CEO and founder of **Pursuit**, New York. "Print is a great way to gain broad exposure within a highly targeted and qualified audience like Vogue."

Celebrating dreamers

In her letter at the beginning of the April edition of Vogue, the magazine's editor in chief Anna Wintour dedicated this issue to the dreamers, those who have set out to create something special and have had a major impact on the fashion world.

She singles out Christopher Bailey of Burberry, Pierpaolo Piccioli of Valentino, Sarah Burton of Alexander McQueen and Karl Lagerfeld of Chanel among a few others as luminaries who have shaped the fashion world.



Burberry has a prominent place in Vogue's April issue.

The brands these designers represent have a significant presence in the magazine's advertising space this month, with brands such as Dior and Gucci taking prime spots at the front of the issue.

But the advertising in Vogue's April issue also speaks to another sort of dreamer, the newer, smaller brands that have arisen as the next generation of fashion alongside their more storied colleagues.

Brands such as Rag & Bone and The Harmonist are found among the early pages of this month's Vogue, positioned alongside larger heritage brands such as Chanel.

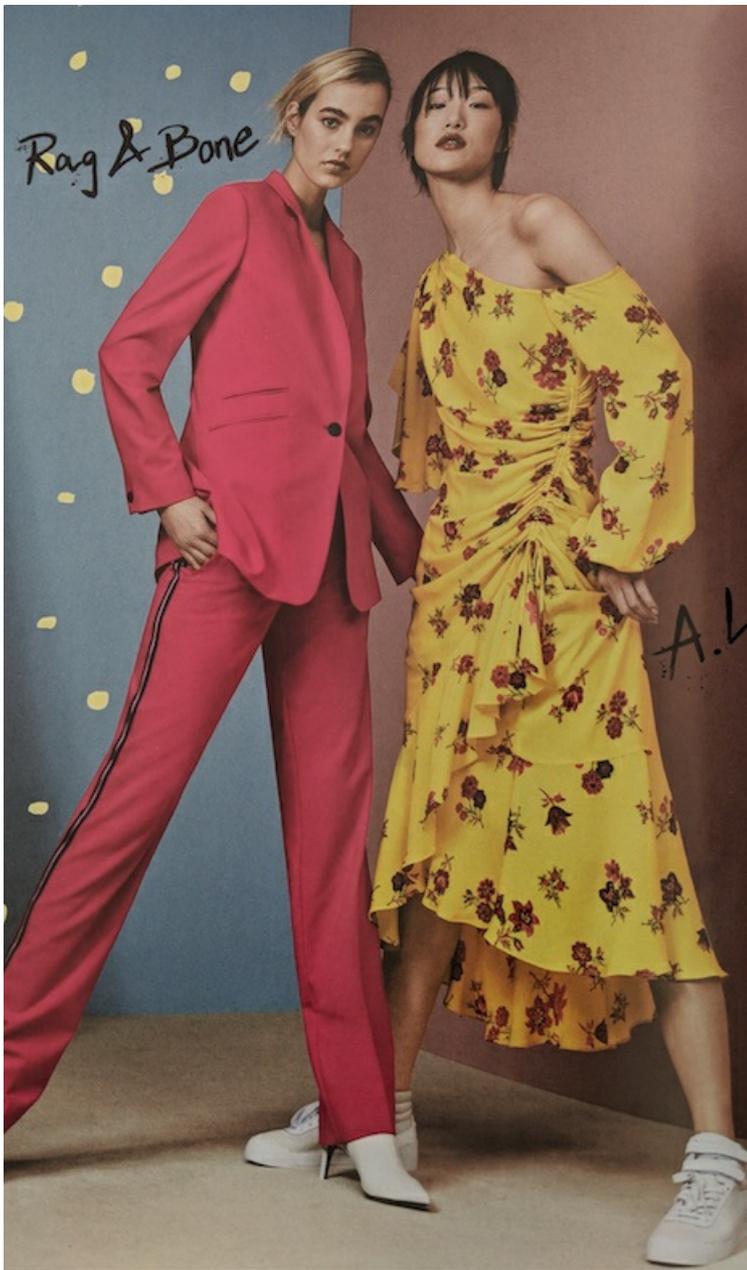
Vogue's April issue is a testament to the two sides of luxury: a focus on heritage and legacy while still being constantly energized by exciting new voices.

New horizons

In a similar effort to expand the fashion world's borders, media group Cond Nast International is advancing its iconic fashion brand into a new region whose appetite for style creates a stable environment.

Vogue will soon enter the The Czech Republic and Slovakia markets, where a luxury media presence is largely absent, says the publication. The regions will see a print edition published in the Czech language complemented by an online and events presence ([see story](#)).

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



Newer brands like Rag & Bone are given equal play.

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 ([see story](#)).

Last month, Vogue rang in the new blooms of spring with a host of advertisements for spring fashion collections and a warm-weather photo shoot with actress Alicia Vikander.

The storied fashion publication's March issue was filled with imagery of lightly-clothed models gallivanting in pieces from some of the biggest brands in fashion including Gucci, Dior, Louis Vuitton and Prada. Additionally, the publication supported the issue with digital content involving Ms. Vikander and editor in chief Anna Wintour ([see story](#)).

The April issue continues Vogue's commitment to working with some of the oldest and newest names in the fashion world today.

"Many brands have been thinking digital-first for years and we are seeing a more omni-channel marketing approach that will continue," Mr. Anderson said.