

MEDIA/PUBLISHING

Vogue brings diversity behind the lens, thanks to a popular performer

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Vogue's March issue in the U.S. Image credit: Vogue

By STAFF REPORTS

Cond Nast's Vogue is looking to embrace diversity within its own business, as it hires its first black cover photographer in its 126-year life span.

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Photographer Tyler Mitchell will reportedly be shooting the cover for the magazine, said to have been selected by musician Beyonc. While diversity is becoming more popular in consumer-facing campaign content, it is less diverse within the magazine business.

Diversity behind the lens

The 23-year old photographer will shoot the musician for the cover, after Vogue editor-in-chief Ana Wintour gave Beyonc full control.

"The reason a 23-year-old black photographer is photographing Beyonc for the cover of Vogue is because Beyonc used her power and influence to get him that assignment," a source said to the Huffington Post.

Mr. Mitchell has become a popular photographer thanks to a rise in fame on Instagram, with a focus on people of color.

Vogue Italia. Red Hook Labs New Artists II. Show tonight. Brooklyn. Yea <https://t.co/1ZwokkcVaJpic.twitter.com/vdijyQlaF2C>

Tyler Mitchell (@Tyler_Mitchell_) **June 13, 2018**

This focus on diversity is so important beyond just marketing, but within business models themselves.

When discussing diversity in fashion marketing and its importance in the industry, fashion model Eric Underwood cited Gucci as a prime example of a brand correctly representing the world of today.

Diversity is vital in all aspects of the fashion world today, but many brands struggle to determine what that means or how to respond. Speaking on a panel at The New York Times' International Luxury Conference, Mr. Underwood expressed that he feels as though it is brands' duties to accurately represent the world we live in and that Gucci has grasped this concept very well ([see story](#)).

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