

MEDIA/PUBLISHING

## British Vogue premieres podcast dedicated to appearances

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*British Vogue is putting an eye on beauty. Image credit: Steve McQueen*

By STAFF REPORTS

Cond Nast's *British Vogue* is exploring the impact that a person's looks can have on their life through its first podcast.

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"Appearances" kicked off Aug. 6 with a talk between model Adwoa Aboah and director Steve McQueen. Podcasts have been gaining ground in luxury marketing as brands seek new forms of storytelling.

### Making an appearance

*British Vogue* contributing editor Mr. McQueen acts as the host for Appearances, leading guests through discussions that touch on the way in which how they look has affected their perspective on themselves.

"I was interested in how one's looks affect one's life - how one falls in love, how one is employed or how one is discriminated against," Mr. McQueen told *British Vogue*. "How simply being attractive in certain people's eyes can lead to wealth and fortune, by having one's eyes, nose, lips and cheeks in a certain position, by being of a certain height, weight and race."

Beyond beauty, Ms. Aboah's episode delves beyond the skin deep to topics such as falling in love and mental health. The model was the cover star for editor Edward Enninful's first issue of *British Vogue*, which was dedicated to Britain's diversity ([see story](#)).



Cover of British Vogue's December 2017 issue. Image credit: British Vogue

Following Ms. Aboah, Appearances will feature actors Daniel Kaluuya and Gwendoline Christie and model and singer Karen Elson.

Each Monday, a new episode will debut on *British Vogue's* Web site and iTunes.

Storytelling is a central part of luxury brand building today, but some marketers are thinking beyond text or video to share their perspectives.

A number of brands including Chanel and Harvey Nichols have developed podcasts, looking to the medium as a means of connecting with consumers over audio. While still a relatively new concept for marketing, podcasts offer an appealing audience for luxury brands ([see story](#)).