

MEDIA/PUBLISHING

Vogue demotes many executives to contributors

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Grace Coddington is moved to contributor at Cond Nast. Image credit: Vogue/Smythson

By STAFF REPORTS

Cond Nast's *Vogue* has moved a powerful executive who has been with the magazine for three decades down to a "contributor" title.

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Grace Coddington has been designated as a "contributor" on the company's masthead after being noted as "creative director at large" since 2016, according to *Women's Wear Daily*. This moves her to the bottom of *Vogue*'s masthead, and joins other higher ups who have recently been moved to a "contributor" status.

Staff changes

Ms. Coddington states that she will continue working with *Vogue* and producing photo shoots into the next year, despite many believing that she will be cutting ties soon.

Elisabeth von Thurn und Taxis, previously the style editor at large, has also been listed as a contributor, as has special projects editor Cameron Bird.

Previously Ms. Coddington was the official creative director of the fashion publication for more than 30 years, but in 2016 was moved to "at large." Afterwards, she worked with Tiffany and Co. to produce their fall/winter campaign that year ([see story](#)).



Grace Coddington and Michael Roberts. Image credit: BFA

These staff shakeups are the latest in a series of Cond Nast moves that it has undergone to better keep up with shifting media consumption, like so many other media brands.

The media group has been cutting a variety of publications as it continues to lose money, which now includes putting *W Magazine* up for sale.

The company lost about \$120 million last year, and will be selling off three more of its publications. *Brides*, *Golf Digest* and *W* will all be put up for sale to help the group offset some of its losses, according to *The New York Times* ([see story](#)).

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