

FRAGRANCE AND PERSONAL CARE

Cond Nast focuses on beauty imagery and video with new studio

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Vogue Beauty focuses on creating quality looks. Image credit: Vogue

By STAFF REPORTS

Media group Cond Nast is working to heighten its editorial beauty offerings with a new studio dedicated to creating quality content.

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A new space within the publisher's headquarters at One World Trade will be dedicated to the work of talented beauty creators for editorial and advertising content. The Cond Nast Beauty Studio will provide streamlined access to reach beauty fans faster on a variety of platforms, as technological advancements have editorial publishers now competing with amateur beauty creators.

"The Beauty Studio really stands at the crossroads of art and commerce, reclaiming authentically what branded content was meant to be, which is the ability to leverage our intimate knowledge of the audience and consumer by delivering content they want in a way that only Cond Nast can do," said David Lopez, vice president of branded content video at Cond Nast Entertainment, in a statement. "This is an exciting project that is the result of multiple teams at Cond Nast working together to provide our clients with an effective solution for getting quality content to market quickly to capitalize on current trends."

Creating content

Cond Nast has stated that its content is three times more influential than other outlets in the beauty field and reaches more than 240 million consumers on a monthly basis just through its various social media accounts.

With an average of 1 billion video views a month, Cond Nast is hoping to beef up its beauty operations to better leverage this vast and highly engaged audience.

Vogue beauty director Celia Ellenburg, along with *Allure* executive beauty director Jenny Baily, will lead the new studio. It will serve as a hub for creative ideation, strategic planning and onsite production, along with the ability for rental for special events as well as desk-side appointments and brand demos.

"We have a long history of delivering innovative beauty content, from editorials and photography to digital video and social media, inspiring millions of readers," Ms. Ellenburg said. "With the Beauty Studio, partners can now access

our stable of creative, talented editors and reach an audience of engaged users looking for inspiration and recommendations from a trusted source our brands."

[View this post on Instagram](#)

Power, money, fame and bold eyeliner, backstage at @vaquera.nyc. Tap the link in our bio for all the looks.

Photographed by @coreytenold

A post shared by Vogue Beauty (@voguebeauty) on Sep 11, 2018 at 3:32pm PDT

News of the studio comes at a time of change for Cond Nast as it undergoes management and strategy changes to cater to the new media landscape.

The media group is currently the hunt for a replacement chief content officer for its *Teen Vogue* and *them* publications.

Current chief content officer Phillip Picardi has announced he has stepped down to take the role of editor-in-chief at *Out Magazine*. While *Teen Vogue* was previously believed to have been one of the publications on the chopping block within Cond Nast, the group is instead searching for a replacement chief content officer ([see story](#)).

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