

MEDIA/PUBLISHING

Cond Nast taps i-D editor to helm Vogue International

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Cond Nast International has named a new editor. Image credit: Cond Nast.

By STAFF REPORTS

Media group Cond Nast International has named Holly Shackleton the new editor in chief of *Vogue* International.

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Ms. Shackleton is currently the global editor in chief of Vice Media Group's *i-D* magazine, and will join *Vogue* International in April. The editor is taking on a recently created role that was launched in 2017 ([see story](#)).

"It is an honor to be joining the *Vogue* International team at such a pivotal moment in fashion publishing," Ms. Shackleton said in a statement. "I very much look forward to working with *Vogue's* award-winning editors to create content that celebrates *Vogue's* truly global reach and unrivaled reputation."

International editor

Ms. Shackleton has been at *i-D* for 14 years, and became editor in chief of the publication in 2014. While in her current role, she helped *i-D* expand to 11 new markets, including hiring editors and contributors.

In her new role, Ms. Shackleton will head up a digital editorial team for *Vogue* International, overseeing the production of content for the Web sites for global editions of the title.

Globally, *Vogue* International reaches a monthly online audience of 46 million across more than 16 markets. The publications also have a reach of 67 million social followers on platforms such as Instagram, WeChat and Snapchat.

Vogue International also publishes in at least nine different languages, and Ms. Shackleton has experience managing multilingual contributors with from her time at *i-D*.



Holly Shackleton. Image courtesy of Cond Nast International

"Holly has a deep understanding of the global publishing, fashion and luxury industries," said Wolfgang Blau, president of Cond Nast International, in a statement. "She has shown, if not created, the model for how to collaborate with journalists and creative talent across so many different cultures, languages and markets, while making *i-D* the distinctive voice of a generation'.

"It is this rare combination of her strong editorial instincts, her intercultural awareness and experience as well her inspiring style of leadership that makes us all so excited to welcome Holly to *Vogue*, the world's largest and most influential network of fashion journalists," he said.

This appointment comes as the *Vogue* brand ramps up its online and business content.

After backing off from business-to-business publishing mid-decade, Cond Nast International is funneling the authority of its *Vogue* brand to return to B2B and compete with a name it seemingly sold off in haste: *Women's Wear Daily*.

Cond Nast International officially launched a new B2B endeavor titled *Vogue Business*, looking to get back into the B2B sector as it sees the industry's recent growth and advantages of having both business- and consumer-facing sources of fashion information. While competing head-on with *WWD* and London-based *Business of Fashion*, the new publication has taken a different approach to launch, starting with a print newsletter and moving to a digital Web site after gauging feedback from readers ([see story](#)).