

MEDIA/PUBLISHING

## Financial Times finds new How to Spend It editor

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Jo Ellison becomes editor of *How to Spend It*. Image credit: *Financial Times*

By STAFF REPORTS

The *Financial Times* is focusing on the luxury side of its publication with the appointment of Jo Ellison as editor of its luxury supplement *How to Spend It*.

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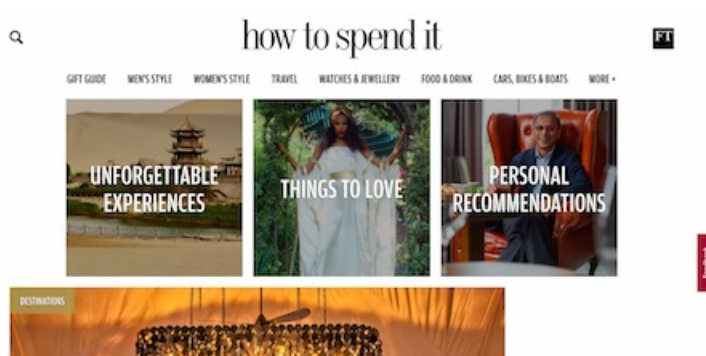
Ms. Ellison will begin her new position in September, moving from her position as fashion editor for *FT*. She is also the coordinator for the annual FT Business of Luxury conference.

### Editorial direction

The new *How to Spend It* editor previously worked as feature editor at *British Vogue* and the *Independent*. She came to *Financial Times* in 2014.

"Becoming editor of *How To Spend It* is a tremendous honor and a terrific opportunity," Ms. Ellison said in a statement. "I am delighted to be taking the reins at one of the most esteemed and influential publications in the industry and one of the few magazines with a truly global reach.

"I hope to draw on its incredible legacy and authority, and look forward to steering it into an exciting future," she said.



FT's *How to Spend It*

The *Financial Times* announced a shift in its magazine supplement as *How to Spend It's* longtime editor stepped down earlier this year.

Editor Gillian de Bono revealed she decided to step down to explore a variety of pursuits in journalism. Ms. de Bono stepped down this summer, after years of driving *How To Spend It* to success ([see story](#)).

"Jo Ellison is an outstanding writer and editor who has quickly made her mark at the *FT*," said Lionel Barber, editor at *Financial Times*, in a statement. "I am confident she will take *How To Spend It* to the next level, as a magazine, digital property and a world class luxury brand."

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