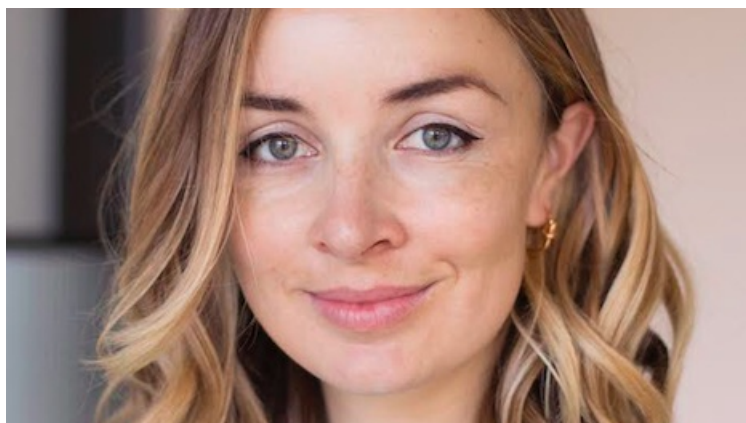


MEDIA/PUBLISHING

Financial Times nabs Lauren Indvik away from Vogue Business

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Lauren Indvik is newly appointed fashion editor of the *Financial Times*. Image credit: Jamie Spence

By STAFF REPORTS

The Financial Times has poached Cond Nast-owned *Vogue Business* chief editor Lauren Indvik as its new fashion editor to replace Jo Ellison.

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The move comes nine months after *Vogue Business* launched to cover fashion and beauty in competition with *Women's Wear Daily* and *Business of Fashion*, itself minority owned by the *FT*. Ms. Indvik will continue to be based out of London, focused on fashion and style coverage.

"I am hugely excited to join one of the world's most respected news organizations and to take on this role at a time of rapid transformation and increasing globalization in the fashion industry," Ms. Indvik said in a statement.

Ms. Indvik will report to Alec Russell, editor of *FT Weekend*.

Fashion roots

At *Vogue Business*, Ms. Indvik steered coverage of fashion from the business and financial point of view.

Ms. Indvik held several positions at Vogue International before helping launch *Vogue Business* in January.

Prior to that, she was editor in chief of fashion blog Fashionista. She began her career in New York with stints at Mashable and TheStreet.com.

In her new job, Ms. Indvik takes over from Ms. Ellison, herself a stalwart observer of fashion and successor to Vanessa Friedman as fashion editor at the *FT*. Ms. Ellison recently took over as editor of *FT's* How to Spend It magazine supplement.

Ms. Friedman is currently fashion director of *The New York Times*, based in New York.

IN ADDITION to her reporting, Ms. Indvik will also curate the FT Business of Luxury conference, scheduled for a run next year in Greece.

"She has a global perspective on the industry, a record of inspiring digital change and will bring sharp business

acumen to the role," Mr. Russell said in a statement.

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