

MEDIA AND PUBLISHING

Cond Nast adopts editorial values statement for all Vogue editions

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Stella McCartney, known for her eco-friendly approach, is the first fashion designer to appear on Vogue's cover. Image credit: Vogue

By STAFF REPORTS

Cond Nast's *Vogue* magazine has adopted a new mission statement spelling out the values and shared commitments for 2020 and beyond.

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The Vogue Values mission statement will be applicable to all 26 international editions of the fashion publication that reach more than 268 million readers worldwide.

In essence, Vogue Values is a statement of principles for all editorial teams in the franchise and one to which each title's editor in chief has signed. Here is the statement:

"For over a century, Vogue has empowered and embraced creativity and craftsmanship; celebrated fashion, and shined a light on the critical issues of the time. Vogue stands for thought-provoking imagery and intelligent storytelling. We devote ourselves to supporting creators in all shapes and forms. Vogue looks to the future with optimism, remains global in its vision, and stands committed to practices that celebrate cultures and preserve our planet for future generations. We speak with a unified voice across 26 editions standing for the values of diversity, responsibility and respect for individuals, communities and for our natural environment."

All the editors in chief, *Vogue*

Standing for something

Cond Nast said *Vogue's* audiences expect it to be socially responsible, to represent people from all backgrounds, and to have a strong voice on current affairs and global issues.

The New York-based publisher said sustainability is a topic that has particular resonance as 74 percent of *Vogue* readers rate sustainable fashion as important to them. Also, 78 percent of *Vogue* readers say that they expect *Vogue* to recommend sustainable fashion brands.

Vogue is part of a Cond Nast portfolio that includes *The New Yorker*, *GQ*, *Glamour*, *AD*, *Tatler*, *Vanity Fair* and *Wired* magazines.

"I'm thrilled to join with the other *Vogue* editors around the world in celebrating Vogue Values," said Anna Wintour, editor in chief of *Vogue*, U.S. artistic director and global content advisor at Cond Nast, in a statement. "And who better than Stella McCartney to be the first January cover star for U.S. *Vogue*? Her pioneering work around fashion and sustainability is a model of ingenuity and vision.

"*Vogue* has long been a place to celebrate such creative, optimistic thinking and now more than ever we must articulate what we believe in, listen openly to as many views as possible, and lead by example," she said.



Vogue January 2020 cover with fashion designer Stella McCartney and her four kids. Image credit: *Vogue*

Indeed, Ms. McCartney will set something of a milestone for being a fashion designer appearing on *Vogue's* cover.

"2020 here we come! I am so honored to be the first fashion designer ever on the cover of [@VogueMagazine](#)," Ms. McCartney said on her Instagram page.

"I celebrate my incredible team as this is born out of the commitment we have held in our hearts from day one at Stella, caring and trying our best to be mindful in our business to protect Mother Earth and all its creatures," she said.

"Thank you American *Vogue* for sending out this loud message that you are on board and that this can be the future of fashion x Stella."

[View this post on Instagram](#)

Today Vogue announces the launch of #VogueValues, a global mission statement adopted by all 26 editions of Vogue that articulates the titles' shared commitments for 2020 and beyond. Watch to read the full statement, and let us know what you think in the comments below.

A post shared by Cond Nast (@condenast) on Dec 5, 2019 at 10:52am PST

Instagram post from Cond Nast

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