

MEDIA/PUBLISHING

Hearst Magazines names Aya Kanai next editor in chief of Marie Claire

December 9, 2019



Anne Fulenwider's time at Marie Claire is coming to an end. Image credit: Marie Claire

By STAFF REPORTS

Women's fashion magazine *Marie Claire* will soon be under new leadership, as editor in chief Anne Fulenwider steps down at the end of the year.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Succeeding Ms. Fulenwider will be Aya Kanai, who has been the group's chief fashion director since 2016. In addition to her six years at Hearst, Ms. Kanai's background includes styling and creative consulting for fashion brands and retailers.

"Aya is a superstar editor, strategist and stylist and an incredibly positive and enthusiastic person," said Troy Young, president of Hearst Magazines, in a statement. "She's been an editorial leader at Hearst Magazines for over six years, and she has a wonderful eye, both for content and for talent.

"As with everything she does, Aya's taking on this new role with energy and excitement and will inspire everyone around her," he said.

New leadership

Ms. Kanai joined Hearst Magazines in 2013 as the fashion director for *Cosmopolitan*. Since 2016, she has been the chief fashion director for Hearst Magazines, which includes oversight of fashion content for *Cosmopolitan*, *Women's Health*, *Seventeen*, *Good Housekeeping* and *Woman's Day*.

Prior to her work at Hearst, Ms. Kanai held editorial roles including fashion director of *Nylon*, senior fashion editor of *Teen Vogue* and contributing fashion editor at *Teen Vogue* on the West Coast. During her time as a contributing editor at *Teen Vogue*, she also took on independent consulting jobs for clients ranging from Bloomingdale's to Target.

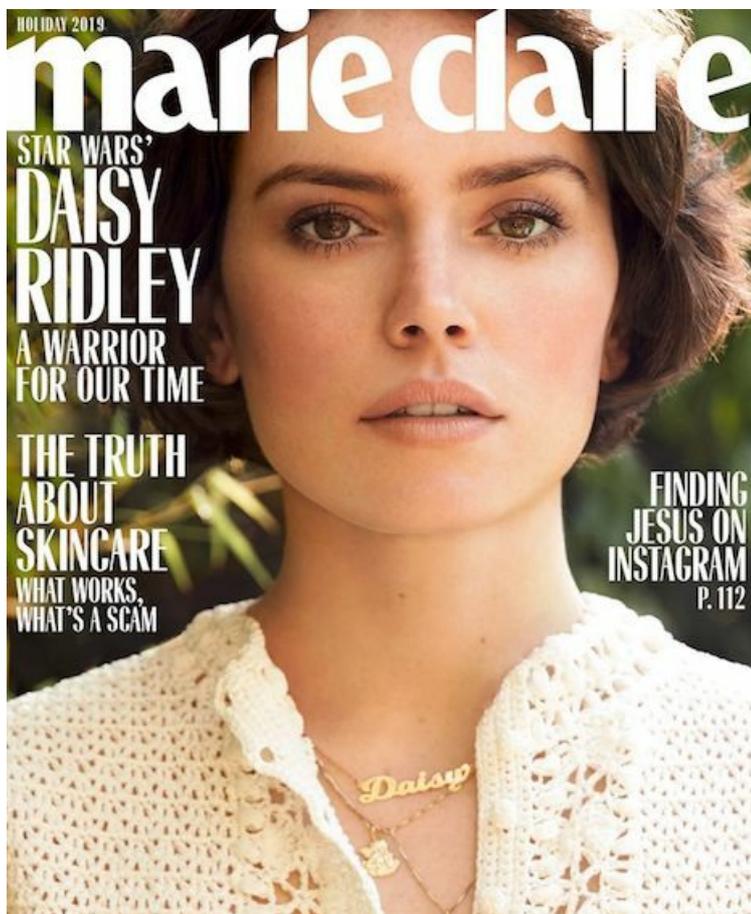
In 2012, Ms. Kanai became the style director for Shopbop.

Along with styling jobs, Ms. Kanai was one of the judges for Project Runway Junior while she was fashion director for *Cosmopolitan* and *Seventeen*.

When Ms. Kanai begins in January, she will report to chief content officer Kate Lewis.

"With 29 international editions, *Marie Claire* has been about global female empowerment since 1937," Ms. Kanai said in a statement. "I'm excited to lead a brand with so many sisters around the world.

"The *Marie Claire* woman is confident and clear-thinking, whether it is about her career, the makeup and skincare she uses, the clothes she wears or the technology that powers everything she does," she said. "With a growing experiential business, this is a 360-degree brand that speaks to enterprising women on the rise."



Marie Claire's holiday 2019 cover. Image credit: Marie Claire

Ms. Fulenwider has been *Marie Claire's* editor in chief since 2012. She is leaving the magazine and Hearst to launch a venture centered on women's health.

During her time at the publication, Ms. Fulenwider led the creation of the Power Trip, an invite-only in-flight networking event.

The Power Trip kicked off in 2016 with a JetBlue flight from New York to San Francisco, where the women disembarked and attended a pop-up conference at the W Hotel with speakers from the tech, fashion and media worlds. Upending the traditional conference is in line with the forward-thinking magazine's voice ([see story](#)).

"I've loved every minute of my time at *Marie Claire* and I'm so proud of all we have accomplished," Ms. Fulenwider said. "It's no secret that my favorite thing we've built has been the Power Trip.

"Building community around the start-up generation brilliant entrepreneurial women disrupting and inventing new industries has been beyond inspiring," she said. "Their energy and sense of possibility is infectious, which is why I am off to start my own venture.

"It's been fantastic supporting women from the outside in, and now, I'm looking forward to supporting them from the inside out. I've had an amazing 25 years in media business and I'm very excited for all that this next chapter will bring."