

MEDIA/PUBLISHING

## Vogue Italia illustrates environmental impact of fashion magazines

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Paolo Ventura illustrated one of the *Vogue Italia*'s January 2020 covers. Image credit: *Vogue Italia*

By STAFF REPORTS

Cond Nast's *Vogue Italia* is highlighting the environmental impact of high-fashion editorials by opting for illustrations instead of photo shoots for its January issue.

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Consumers are becoming more cognizant of the harmful and polluting nature of the fashion industry, including luxury. *Vogue Italia*'s decision shows how that environmental cost goes beyond the traditional supply chain and the media's role in shifting the fashion industry in a more sustainable direction.

### Illustrating issues

*Vogue Italia*'s January issue does away with photographs almost entirely, instead featuring illustrations from creatives who have worked to reduce their own carbon footprints. They have accomplished a smaller environmental impact by limiting their travel, pollution and clothing shipments.

For instance, seven cover illustrations were created by different artists and all feature real models wearing Gucci. The artists include David Salle, Cassi Namoda and Yoshitaka Amano.

The environmental costs of a fashion shoot can be staggering, as *Vogue Italia* editor in chief Emanuel Farneti explains.

"One hundred and fifty people involved. Twenty flights, 10 trains. Forty machines available. Sixty international expeditions," Mr. Farneti wrote in his editor's letter. "These above are the data, approximated by default, behind the production of the eight stories of which the last September issue is composed.

"Change is difficult, but how can we ask others to do it, if we don't question ourselves?" he continued. "So this month we wanted to send a message: that creativity a pillar of *Vogue* for almost 130 years can, and must, make us explore different paths."

[View this post on Instagram](#)

A post shared by Vogue Italia (@vogueitalia) on Jan 2, 2020 at 5:24am PST

### *The illustrated issue hits newsstands on Jan. 7*

Money saved from skipping the elaborate productions will be donated to the Fondazione Querini Stampalia, which was damaged during November's Venetian floods.

While the illustrated issue is primarily a symbolic gesture, Mr. Farneti also announced that future copies of *Vogue Italia* will only be wrapped in compostable plastic.

*Vogue Italia*'s creative choice comes after the *Vogue* brand has adopted a new mission statement spelling out the values and shared commitments for 2020 and beyond.

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.

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 ([see story](#)).