

MEDIA/PUBLISHING

## British Vogue taps model Amber Valletta as contributing sustainability editor

February 14, 2020



March 2020 issue of British Vogue featuring model Irina Shayk on the cover. Image credit: British Vogue

By LUXURY DAILY NEWS SERVICE

British *Vogue* has named model and environmental activist Amber Valletta as its first contributing sustainability editor as media tries to add eco wings to its uniform like the rest of the fashion business.

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Ms. Valletta will lead the editorial agenda on sustainability for British Vogue, pushing for dialogue on key environmental issues within the fashion business. She will report to Edward Enninful, editor in chief of British *Vogue* and a man on a mission to effect rapid change in fashion.

"I'm thrilled to have Amber Valletta join British *Vogue* as contributing sustainability editor, honoring the British *Vogue* values of challenging the status quo, where she will help to shape and change conversations around the most pressing issue of our time, sustainability," said Mr. Enninful in a statement.

"Amber's expertise around key environmental issues mixed with her love of fashion makes her the perfect voice to drive these conversations forward," he said.

**British Vogue** is the leading fashion title in its market, claiming a print circulation rate base of 192,212 and readership of 861,000, with average reader age 39. Online, the publication claims 3.2 million monthly unique users, 11 average page views per person and 44 as the average age of the online user.



NEWS

## Amber Valletta Is British Vogue's First Contributing Sustainability Editor

BY ELLIE PITHERS

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*British Vogue announcing Amber Valletta as contributing sustainability editor. Image credit: British Vogue*

### Right environment

The appointment of Ms. Valletta comes a few months after Mr. Enninful invited the Duchess of Sussex to edit an edition of British Vogue to much acclaim for its woke stance.

Ms. Valletta brings some street cred to the table, in some ways being ahead of her time.

In 2013, she founded Master & Muse in partnership with Yoox.com as a lifestyle brand for responsibly made fashion. She also cofounded A Squared Films LLC to create content to entertain, educate and inspire social change.

Credits for her production firm include "Driving Fashion Forward" for Lexus' L-studio and "Reinventing Power" for eco organization Sierra Club.

A Squared's latest work in development, called "The Changing Room," is a global campaign and short film that tackles the fashion industry's effect on climate change.

Among other accomplishments, Ms. Valletta is an advisor to One x One, The Conscious Design Initiative in partnership with the United Nations, as well as a board member of The Environmental Media Association.

Since 2015, Ms. Valletta has hosted and advised the Copenhagen Fashion Summit, and earlier this month was awarded the Maison la Mode award at the Sustainable Fashion Awards in Los Angeles.

Ms. Valletta also offers mentorship to the CFDA Sustainable Fashion Initiative to support in educating and inspiring social change.

NOW, WITH HER new role, she seems raring to go.

"British *Vogue* is disrupting the entire fashion industry and it's never been a more exciting time to join Edward and the team as contributing sustainability editor to support the positive conversations happening across the industry right now," Ms. Valletta said in a statement.