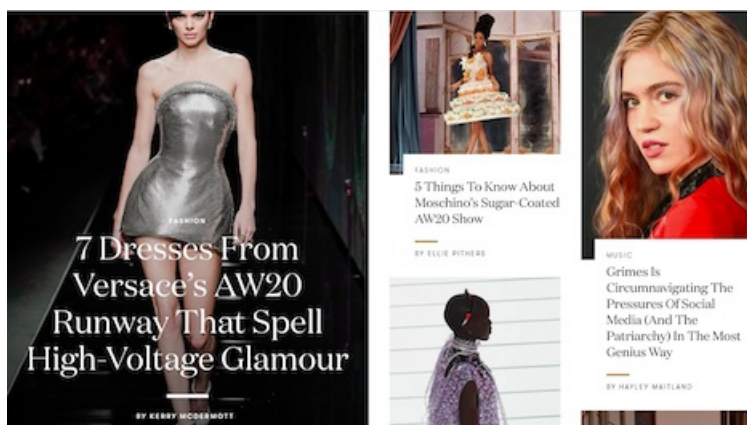


MEDIA/PUBLISHING

## British Vogue adds consultant creative directors for design firepower

February 21, 2020



*Vogue.co.uk is one of the most visited fashion sites in its market. Image credit: British Vogue*

By LUXURY DAILY NEWS SERVICE

Cond Nast-owned British *Vogue*, under editor in chief Edward Enninful, continues its quest to stay front and center of the fashion zeitgeist with the appointment of its first consultant creative directors.

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Creative agency executives Lee Swillingham and Stuart Spalding will oversee the creative output of British Vogue's print and digital platforms. The duo will report to Mr. Enninful.

"Lee and Stuart bring a unique perspective to the creative process of design and photography," Mr. Enninful in a statement from his London base.

"This, combined with their experience across iconic publications, will be key in ensuring British Vogue remains at the forefront of iconic content," he said.



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

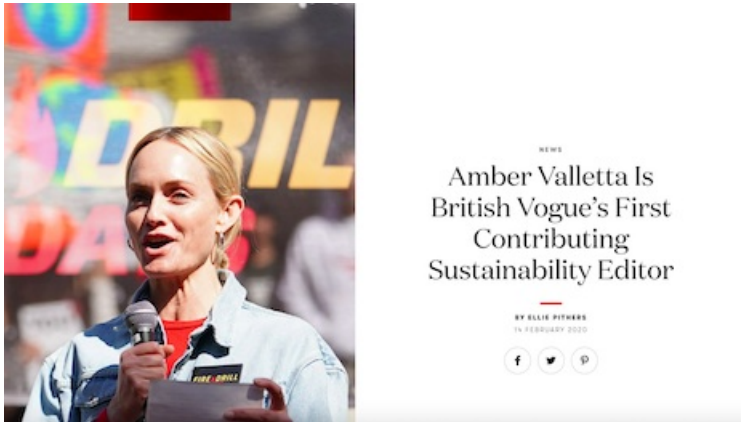
By design

Mssrs. Swillingham and Spalding in 2013 launched their creative agency, Suburbia. Their trajectory as creative directors began when they were hired to art direct *The Face* directly after graduating from college.

The duo went on to partner with Katie Grand to launch *Pop* magazine and also co-create *Love* for Cond Nast in 2009.

The appointments come a week after British *Vogue* named model and environmental activist Amber Valletta as its first contributing sustainability editor to stay au courant with the eco trend tearing through fashion and luxury.

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 Mr. Enninful, a man on a mission to effect rapid change in fashion ([see story](#)).



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

**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.

NAMING OUTSIDERS to help with the running of a storied title such as British *Vogue* is unusual.

In a way, Mr. Enninful is assembling his Ocean's 11 as he aims to make his magazine stand out from the print and digital noise in the fashion media space.