

MEDIA/PUBLISHING

Cond Nast promotes Anna Wintour to global chief content officer

December 15, 2020



Anna Wintour promoted to global chief content officer of Cond Nast.

By LUXURY DAILY NEWS SERVICE

Cond Nast is promoting Vogue's editor-in-chief and fashion industry leader Anna Wintour to chief content officer.

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In addition to her new role, Ms. Wintour will also serve as global editorial director of Vogue while continuing to oversee Vogue U.S. She will lead the company's editorial teams across all of its global brands, with the exception of The New Yorker.

Moving up

The restructuring comes at a time when Cond Nast looks to streamline its international editions after merging U.S. and international operations a few years ago. As the global pandemic hit the media industry catastrophically, the company laid off staffers this year to offset a significant dip in revenue.

In addition to Ms. Wintour's promotion, the publisher also promoted British Vogue editor Edward Enninful to European editorial director of Vogue for the U.K., France, Italy, Germany and Spain markets.



Cond Nast has launched a major restructuring. Image credit: Cond Nast

Amy Astley has been named global editorial director of Architectural Digest, Divia Thanithe the global editorial director of Cond Nast Traveler and Will Welch will be the global editorial director of GQ. The deputy editorial directors for Architectural Digest, Cond Nast Traveler and GQ will be Oliver Jahn, Jesse Ashlock and Adam Baidawi, respectively.

It was rumored in 2018 that Ms. Wintour, who served as editor of Vogue and artistic director of Cond Nast at the time, would be leaving the company. A report from Page Six quoted sources that stated she would be stepping down the summer after closing the September issue ([see story](#)).

This promotion solidifies her commitment to Vogue and Cond Nast.

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