

MEDIA/PUBLISHING

Cond Nast appoints new Allure editor

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Ms. Cruel began her tenure at Allure in 2019. Image credit: Cond Nast

By LUXURY DAILY NEWS SERVICE

Media group Cond Nast has named Jessica Cruel as the new editor in chief of *Allure* magazine.

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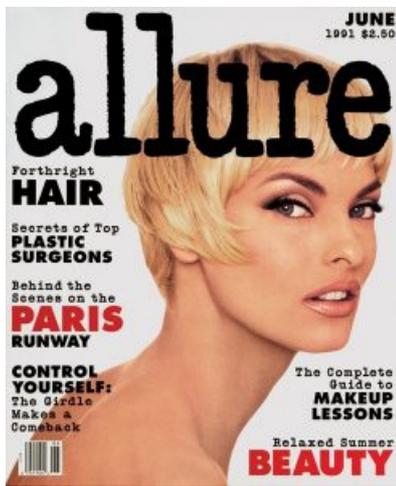
Ms. Cruel joined Allure in 2019 as features director and most recently worked as content director. During her tenure, Ms. Cruel has developed editorial content across multiple platforms and spearheaded The Melanin Edit, a platform exploring and highlighting Black beauty.

"I am so thrilled that Jessica is Allure's new editor in chief," said Anna Wintour, global editorial director of Vogue, and chief content officer of Cond Nast, in a statement. "It is no small feat to follow in Michelle Lee's footsteps, but I have no doubt that Jessica can do just that she is a natural leader and a brilliant journalist, and she exudes a positive energy that is felt by all those lucky enough to work with her."

Celebrating anniversaries with new leadership

Allure is celebrating its 30th anniversary this year, and has experienced a 5 percent year-over-year increase in traffic and a 13 percent year-over-year increase in time spent. The publication has also amassed more than 5 million followers across all its social media platforms.

Ms. Cruel will be assuming her new role starting Sept. 8. During her time at Allure, she has worked on special products including the Allure Podcast, the Allure Beauty Box subscription program and the Readers' Choice Awards and Best of Beauty Awards franchises.



Allure is celebrating its 30th anniversary this year. Image credit: Allure

Before her time at Allure, Ms. Cruel worked as deputy beauty director at Refinery29 and held editorial roles at *Self*, Popsugar and other publications.

"As a long-time beauty editor, working at Allure is a dream. It has always served as an unparalleled source of beauty journalism, as well as my personal moodboard and shopping guide," Ms. Cruel said in a statement. "I am thrilled to shepherd Allure through the next chapter one focused on making industry-wide impact, spotlighting the many communities that use beauty as a form of self-expression, and celebrating how these practices connect us all."

In May, Cond Nast appointed Versha Sharma as the editor in chief of Teen Vogue.

In March, the publisher faced criticism for its response to a controversy surrounding previous incoming editor in chief Alexi McCammond, whose past racist and homophobic tweets raised concern among Teen Vogue staffers ([see story](#)). Following Ms. McCammond's resignation, Cond Nast moved forward with new leadership ([see story](#)).

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