

MEDIA/PUBLISHING

Cond Nast appoints new editorial head of Vogue Germany

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Kerstin Weng will serve as Vogue Germany's head of editorial. Image courtesy of Cond Nast

By LUXURY DAILY NEWS SERVICE

Media group Cond Nast has appointed Kerstin Weng head of editorial content for *Vogue* Germany.

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Ms. Weng joins *Vogue* from *InStyle* Germany, where she served as editor in chief since 2016. In her new role, Ms. Weng will oversee *Vogue* Germany's editorial content, strategy and vision, working directly with the editorial leadership team to develop compelling storytelling on a global and local scale.

"Kerstin joins Eugnie Trochu, Francesca Ragazzi and Ins Lorenzo in forging a collaborative, brilliant team of leaders for *Vogue* in Europe who, working with Edward, will bring the title to new audiences and expand its reach on all platforms," said Anna Wintour, global editorial director of *Vogue* and chief content officer of Cond Nast, in a statement.

"She brings to *Vogue* not only the strong relationships she's created within her market's fashion and media communities, but her years of experience as a creative thinker and team leader."

New hires

Prior to *InStyle*, Ms. Weng served as editor-in-chief of the German edition of *Cosmopolitan*, and has worked as a freelance writer for publications like *Sddeutsche Zeitung*.

Ms. Weng earned her degree in fashion journalism from the Academy Mode & Design in Munich, where she currently lives with her partner and daughter.



Vogue Germany first hit newsstands in 1979. Image credit: Cond Nast Germany

"Kerstin is a brilliant journalist, digitally fluent and understands what the German audience wants," said Edward Enninful, European editorial director of *Vogue*, in a statement. "Her passion, creativity and thoughtful vision will be instrumental in taking *Vogue* into a new era in Germany."

Based in Munich, Ms. Weng will work closely with Ms. Wintour and Mr. Enninful, as well as *Vogue* senior leadership to contribute German stories, talent and strategic ideas to all global editorial projects.

Her role is part of a new global editorial strategy that will enable local content in all *Vogue* markets around the world to reach a new global audience across all platforms.

She is expected to begin her new role in the coming months.

In a sweep of new hires, Cond Nast recently appointed Jessica Cruel as the new editor in chief of *Allure* magazine. 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 ([see story](#)).