

MEDIA/PUBLISHING

Architectural Digest's Amy Astley: Luxury Woman to Watch 2023

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Amy Astley is global editorial director and U.S. editor in chief of Architectural Digest. Image credit: Architectural Digest

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Amy Astley

Global editorial director and U.S. editor in chief

Architectural Digest

New York

"My proudest achievement in luxury is definitely breathing new life into the sleeping beauty that was Architectural Digest"

What do you like most about your job?

There is no doubt that my favorite part of my job is the day the photo-shoot film and/or the video arrives.

As the team and I spend months even years tracking projects, it is very gratifying to have the final results in our hands.

I am always excited to share these images with our audience on all our many platforms: print, social, Web and video.

Usually, the photographs exceed my expectations. It is always a moment where I feel great pride in our team, as it takes a village to produce content of this quality.

What is the biggest challenge in your work?

Communication is so important, especially as *Architectural Digest* is a global brand and we work closely with our

fellow ADs in many other markets and time zones.

Architectural Digest is so much more than simply magazines now. Fresh content is appearing daily on the sites, the many social accounts and YouTube, along with in-real-life events, so there are a lot of moving pieces and a lot of platforms.

The operations are complex and there is a lot of content being shared. Fortunately, our teams have a lot of goodwill toward one another and we are very nimble. That helps tremendously.

What is your work priority for 2023?

My top priority for 2023 is to continue to develop *Architectural Digest* globally as one unified team sharing content seamlessly and efficiently.

I have big digital goals for each of *Architectural Digest's* seven markets, especially around traffic, audience and video. So this process has to be perfect.

Architectural Digest's buzzy videos and features often go viral, and for 2023 I am really focusing on creating major cultural moments that resonate with consumers along with the industry.

What is your proudest achievement?

My proudest achievement in luxury is definitely breathing new life into the sleeping beauty that was *Architectural Digest*.

I feel that we have preserved and, in fact, increased the prestige and authority of the product, while also creating cultural buzz and relevance with a fresh and inclusive editorial vision and a thriving digital presence which have won *Architectural Digest* an ever-increasing and younger digital audience.

How do you see luxury evolving in 2023?

In 2023, luxury is certainly evolving to include meaningful experiences.

At *Architectural Digest*, especially post-pandemic, we see a real hunger for special in-real-life events, both for consumers and trade.

I am very focused on how *Architectural Digest* can offer this to readers and to the trade.

I think you see the extension of this in high-end home design, too. People want special pools, gardens, spas, gyms, Pilates studios, screening rooms, yoga and meditation spaces places to either gather or to be alone and to have a transformative experience.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)