

MEDIA/PUBLISHING

Chioma Nnadi to helm British Vogue as head of editorial content

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Ms. Nnadi aims to usher the magazine into a more digitally-focused future. Image credit: Cond Nast

By LUXURY DAILY NEWS SERVICE

As *British Vogue's* outgoing editor in chief assumes global responsibilities at Cond Nast, a new lead has been named.

The publisher has announced that, starting next month, U.S. *Vogue* editor Chiomi Nnadi will succeed editor in chief Edward Enninful as head of editorial content at the U.K. publication. In this landmark move, the London native will not only place a further emphasis on the digital side of the publication but stands to make history as the first Black woman to helm *British Vogue*.

"Chioma is beloved among her colleagues at *Vogue*, and is an editor and writer with an impeccable reputation both here and in the fashion industry at large," said Anna Wintour, chief content officer and global editorial director at *Vogue*, in a statement.

"I'm so grateful to Edward Enninful for everything he's accomplished at *British Vogue*, and we're all looking forward to a productive and creative relationship with him in his new role," Ms. Wintour said. "I can't think of a more worthy person to follow in his footsteps than Chioma, who has proven herself adept at speaking to our digital audience and has found ways to extend *Vogue's* reach, authority, and influence across all of our platforms.

"She is passionate about fashion, music and culture, and I couldn't be happier that she will be leading our editorial and creative teams in London."

The London Eye

The 44-year-old will officially take to her new post at *British Vogue* this fall, beginning across the pond on Oct. 9, 2023.

"I'm beyond excited and honored to have been appointed as *British Vogue's* head of editorial content," said Ms. Nnadi, in a statement.

"As someone who was born and raised in London, the energy of the city its boundary-pushing style and creative scene has shaped the way I look at the world," she said. "Now, more than ever, it feels like a moment to look beyond borders while also celebrating the broad scope of what it means to be British."

"I'm looking forward to engaging a loyal and inspired digital community that is energized by our access, point of view and storytelling."

Ms. Nnadi handled features at the *Evening Standard Magazine*, penning pieces for *Trace*, an independent style magazine and covering fashion through the lens of music at *Fader* as style director before joining *Vogue* as a writer in 2010 and quickly ascending into the role of fashion news director by 2014.

The editor would go on to direct content for *Vogue.com* from New York City.

On the latest episode of Vogue's [#TheRunThrough](#) podcast, hosts [@nnadibynature](#) (Chioma Nnadi) and [@chloemalle](#) pay a visit to [@ToryBurch](#) at her design studio in Manhattan, where they see the new collection up close. Listen here: <https://t.co/AkhgSp8fcg>
pic.twitter.com/ns9Yl3Kpgi

Vogue Magazine (@voguemagazine) [September 12, 2023](#)

Carrying "global network lead" alongside her most recent title, Ms. Nnadi led a crew of writers and fellow editors while overseeing digital coverage, including stories surrounding special events such as the Met Gala, Forces of Fashion and Vogue World. Additionally, the editor co-hosts *Vogue's* podcast "The Run-Through."

Ms. Nnadi has delivered some of *Vogue's* most popular cover stories while collaborating with her teams to garner record-breaking engagement for the outlet, according to a company statement.

Mr. Enniful, who became editor in chief of *Vogue's* U.K. arm in 2017 ([see story](#)), will now serve as editorial advisor of *British Vogue*, while progressing the brand at-large as global creative and cultural advisor of *Vogue*.

"I am so thrilled that Chioma is joining *British Vogue* she is a brilliant and unique talent with real vision, who will take the publication to ever greater heights," said Mr. Enniful, in a statement.

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