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

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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. Enninful, 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. Enninful, in a statement.