

VOGUE

VOGUE

A Condé Nast Publication

Vogue Index

About.....	3
History.....	3
Mission.....	3-4
Target Audience.....	4-5
Main Publics.....	5
Competitors.....	5
Cost.....	5-6
Contact.....	6

Men's Vogue PR Plan Index

About.....	7
History.....	7
Mission.....	7
Target Audience.....	7-8
Main Publics.....	8
Competitors.....	8
Cost.....	8
Situation Analysis.....	8
SWOT Analysis.....	8-9
Scope.....	9
Key Messages.....	10
Theme.....	10
Goal.....	10
Objectives, Strategies and Tactics.....	10-11
Evaluation.....	13
Timetable.....	13-17
Budget.....	17-18
Speech.....	19-21
Fact Sheet.....	22
Op-Ed.....	23-24

About: Vogue

Vogue is an American monthly fashion and lifestyle magazine that covers many topics, including fashion, beauty, culture, living, and runway in 26 countries.

Published by global mass media company Condé Nast, owned by Advance Publications, *Vogue* is located at One World Trade Center in New York City and The Adelphi building in London. *Vogue's* sub brands include Casa Vogue, Miss Vogue, Vogue Film, Vogue Girl, Vogue Hommes, Vogue Living, Vogue Man, Vogue Wedding and Vogue Me. With 22.5 million monthly print readers, 86.2 million digital readers and 167.5 million followers across social media, *Vogue* is regarded as the number one fashion magazine in the world.

History: Vogue

Founded by Arthur Baldwin Turnure in 1892 as a weekly newspaper, *Vogue* magazine has been influencing global fashion for over 100 years.

In 1909, *Vogue* was acquired by entrepreneur and New York City publisher Conde Montrose Nast. Nast transformed *Vogue* to a woman's magazine and began overseas editions in the 1916 with the creation of *British Vogue*. *Vogue* grew significantly from 1920 to 1970 with the introduction of color printing and the two-page spread becoming a symbol of a younger, more creative, sexier era.

In 1973 *Vogue* became a monthly publication. Under the new leadership of editor-in-chief Grace Mirabella, *Vogue* underwent extensive editorial and stylistic changes with a focus on its target audience. Mirabella said she was selected to make the magazine appeal to "the free, working, 'liberated' woman of the seventies." *Vogue* began to incorporate text with interviews and coverage of arts and health. When style began to change again in 1980, Mirabella was fired.

Losing ground to competitor start-up *Elle* magazine in 1980, *Vogue* named Anna Wintour editor-in-chief. Wintour focused on revitalizing the brand making it younger and more approachable with new concepts of fashion for a wider audience.

Mission: Vogue

A Condé Nast Publication

Adopted by all 26 editions, *Vogue's* global mission statement articulating the titles' shared commitments for 2020 and beyond is as follows:

“For over a century, *Vogue* has empowered and embraced creativity and craftsmanship; celebrated fashion and shined a light on the critical issues of the time. *Vogue* stands for thought-provoking imagery and intelligent storytelling. We devote ourselves to supporting creators in all shapes and forms. *Vogue* looks to the future with optimism, remains global in its vision, and stands committed to practices that celebrate cultures and preserve our planet for future generations. We speak with a unified voice across 26 editions standing for the values of diversity, responsibility and respect for individuals, communities and for our natural environment.” All the Editors-in-Chief, *Vogue*

According to *Vogue* US, “The foundation of *Vogue's* leadership and authority is the brand's unique role as a cultural barometer for a global audience. *Vogue* places fashion in the context of culture and the world we live in – how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. *Vogue* immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, *Vogue* defines the culture of fashion.”

Target Audience: *Vogue*

From its inception, *Vogue* targeted the New York upper class. In *Vogue: An Illustrated History of the World's Most Famous Fashion Magazine* describes *Vogue's* audience as those "recounting their habits, their leisure activities, their social gatherings, the places they frequented, and the clothing they wore... and everyone who wanted to look like them and enter their exclusive circle.”

The magazine at this time was primarily concerned with fashion, with coverage of sports and social affairs included for its male readership. However, growth was slow during this initial period.

Throughout the years, *Vogue's* style has evolved with changes to its leadership causing a shift in target audience.

Today, *Vogue's* primary audience reflects affluent, young women ages 20 to 40 with an interest in designer clothing and a concern for their image. Conde Nast describes

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

A Condé Nast Publication

Vogue readers as “self-confident” women and men with “an above-average education, who are not content with ‘second best.’”

Vogue’s audience looks for the latest fashion trends in luxury markets. Consumers may be divided into two groups. The first group consist of professional, successful individuals with the intention of purchasing luxury products. The second is made up of young individuals who have an interest in fashion.

Vogue focuses on key demographics such as age, gender, income and geographic location depending on its sub brand and edition. For example, Conde Nast said Miss Vogue is catered to young women who “love experimenting with fashion and beauty.”

Vogue invests in creativity and quality as a means of added value. In order to retain its core audience and customers, *Vogue* works with the top designers, fashion photographers and models in the world.

Main Publics: Vogue

- Young to middle aged, educated, high-income, white-collar working women
- High-net-worth individuals
- Fashion manufacturers
- High-end retail stores
- Fashion designers

Competitors: Vogue

Conde Nast’s greatest competitor is publisher Hearst Communications. Hearst is an American multinational mass media and business information conglomerate that owns newspapers, magazines, television channels, and television stations.

Hearst publishes over 30 magazines including fashion giants Harper’s Bazaar, Cosmopolitan, Seventeen and Elle with Elle magazine being Vogue’s greatest competitor due to their U.S. and U.K. publications.

Cost: Vogue

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

VOGUE

6

A Condé Nast Publication

Vogue US offers two plans. *Vogue's* best offer includes 1 year of Print + Digital Access for \$12. After one year, the subscription renews automatically at one year for \$24.99 and it may be canceled at any time. This subscription includes the print edition, delivered to your door, a limited-edition *Vogue* tote and instant access to the *Vogue* digital edition.

The second plan includes 6 months of Print + Digital Access for \$8. After six months, the subscription renews automatically at one year for \$24.99 and it may be canceled at any time. This subscription includes the print edition, delivered to your door and instant access to the *Vogue* digital edition.

Contact: Vogue

Customer Service can be reached at vogue.com/customerservice, 1-800-234-2347, or by email.

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

VOGUE

7

A Condé Nast Publication

Public Relations Campaign for Men's Vogue Relaunch

VOGUE ^x MEN

About: Men's Vogue

Men's Vogue was a monthly men's magazine that covered fashion, design, art, culture, sports and technology featuring celebrities, athletes, powerbrokers, and lesser-known men of style.

The magazine also presented a yearly list of its chosen American visionaries with recipients including Ralph Lauren, Owen Wilson and director Wes Anderson. It also featured profiles in each issue of everyday stylish and successful men.

History: Men's Vogue

Founded by Jay Fielden with support from Vogue's Anna Wintour, Men's Vogue was first issued on September 6th, 2005. In addition to the American edition, several international editions of Men's Vogue exist however many of these were either rebranded or shut down within a few years. On October 30th, 2008, Condé Nast announced that the intention to fold the magazine into Vogue proper as a bi-annual subscriber's supplement. However, the magazine has ceased to be published since its original folding date.

Mission: Men's Vogue

Men's Vogue magazine is dedicated to providing its readers with a publication and platform centered around fashion, design, business, hobbies, sex, health and fitness.

Target Audience: Men's Vogue

According to a 2005 New York Times article by Cathy Horyn, the target reader of Men's Vogue is "a man over 35 who earns more than \$100,000 a year, is already living the life he wants rather than merely chasing it, and presumably isn't too embarrassed

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

to be seen reading a magazine that for more than a century has been associated with women.”

"When people ask me, 'Who is this magazine for?' I say, 'Well, did you ever wonder who are the guys on the arms of the women who read Vogue?'" Thomas Florio, Publisher

Main Publics: Men's Vogue

- Young to middle aged, educated, high-income, white-collar working men
- Health and fitness professionals
- High-net-worth individuals
- Fashion manufacturers
- High-end retail stores
- Fashion designers

Competitors: Men's Vogue

Vogue Men's competitors include Esquire magazine and Men's Health.

Cost: Men's Vogue

Unknown currently

Situation Analysis

Prior to folding in 2008, Men's Vogue was a monthly men's magazine that covered fashion, design, art, culture, sports, and technology. Publisher Condé Nast had announced that Men's Vogue would be implemented into Vogue proper as a bi-annual subscriber's supplement. However, the magazine ceased publication. Men's Vogue no longer exists, and this public relations plan is centered around relaunching Men's Vogue. The plan focuses on special events, social media, celebrity and influencer partnerships, and subscription sales.

SWOT Analysis:

Strengths:

- ◇ Vogue content creation including design, photography, editing, and writing
- ◇ Tangible assets including offices, printers, computers, paper etc.
- ◇ The support of Vogue Magazine and Condé Nast Publication
- ◇ Press coverage and media relations from Vogue Magazine
- ◇ Skilled and knowledgeable staff

Weaknesses:

- ◇ Competitor marketing and publication houses
- ◇ Limited budget compared to Vogue Magazine
- ◇ Former magazine publication folding in 2008
- ◇ Previous lack of sales for Men's Vogue
- ◇ Men's fashion expertise staff shortage

Opportunities:

- ◇ Partnerships with male focused designers, influencers, celebrities, companies, and organizations
- ◇ Emerging interest and virality around men's fashion
- ◇ Creation of new target markets specifically age
- ◇ Few large-scale competitors
- ◇ Press and media coverage

Threats:

- ◇ Lack of purchasing print materials and the decline in reading physical magazines
- ◇ Negative press and media due to partner affiliations (cancel culture)
- ◇ New and changing regulatory environments (in person offices etc.)
- ◇ Changing customer attitudes towards gender specific fashion
- ◇ Loss of profits due to technology overtaking print readership

Scope:

This public relations plan has been prepared as a full calendar year revolving around global fashion weeks (August 2022 – March 2023). The plan may not actually be implemented; however, Vogue may elect to use parts of the plan for its public relations efforts.

Key Messages:

Promotional Materials should whenever possible use the following key message: Men's Vogue magazine is a media publication that provides advertisement space for designers and companies, men's fashion content, editorial and op-ed articles, and education and awareness for men's health. Vogue x Men: Bringing back manly men.

Theme

Create Content, Raise awareness, Increase readership, Support men

Goal: The primary goal of this public relations plan is to successfully relaunch Men's Vogue magazine by generating awareness to create demand.

Objective 1: Generate 10,000 magazine subscriptions from men ages 30-55 within the first month of relaunching Men's Vogue.

Strategy 1: Offer incentives for subscribing to the relaunch of Men's Vogue.

Tactics:

Lottery Those who subscribe to Men's Vogue within the first month of the publication launch will be entered into a lottery drawing where 10 people will win a free annual Men's Vogue subscription for life.

Media Pitch Pitch press release and lottery to media for publicity.

Press Release Write a press release promoting the lottery.

Free Trial Those who sign up for the Men's Vogue free trial on our website will receive a free magazine based on the first issue of Men's Vogue magazine. This is not a paid subscription.

Social Media Create social media posts and website promotional advertisements to promote the free trial.

VOGUE

11

A Condé Nast Publication

Discount Fashion industry leaders and professionals who subscribe to Men's Vogue by verifying their employment may receive 10% off their annual subscription. Students who subscribe using their @edu email will also qualify for 10% off.

Pitch Send a media pitch to editors, writers and journalists inviting them to subscribe to Men's Vogue magazine with their discount.

Newsletter Create a monthly newsletter to be sent to pr agencies, designers, and fashion students.

Media List Create a media list of fashion media professionals.

Objective 2: Reach 1 million male followers ages 21-60 across Men's Vogue social media accounts within the first year of the magazine's relaunch.

Strategy 2: Partner with modeling agencies such as IMG to promote Men's Vogue to a younger audience across social media.

Tactics:

First Look Contest- Use social media channels to advertise contest to photographer and model teams. Teams will be able to submit their own editorial photographs for a chance to be featured on the cover of Men's Vogue. This contest will benefit Men's Vogue as it will be promoted across Vogue social media accounts including but not limited to Facebook, Instagram, Twitter and TikTok. This promotion will in turn drive traffic to Men's Vogue social media accounts.

Social Media Create social media promotional posts for contest to be featured on Instagram, TikTok, Facebook and Twitter

FAQ Create a FAQ that includes contest details and information

Objective 3: Partner with six male celebrities and/or influencers to be on the first six covers promoting Men's Vogue Magazine.

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

Strategy 3: Form relationships with talent managers, influencer relations executive, celebrity publicist, and record label management to pitch partnership cover opportunities

Tactics:

Talent List Create list of potential influencers and celebrities to partner with for cover features.

Media List Create a media list of talent managers, publicists, and promoters.

Objective 4: Host 12 networking events across the country by the end of the year for men in the fashion industry.

Strategy 4: Host the first of 12 networking events which will be the NYFW Vogue Kickoff Party celebrating the relaunch of Men's Vogue during the second week of February at New York Fashion Week.

Tactics:

Social Media Use Vogue and Men's Vogue social media accounts to announce event special guests, provide event updates, and showcase sneak peaks of activities planned during the events.

Press Release Create an event press release to pitch to newspapers, blogs, radio, and television stations two month prior to each event and 2 weeks prior to each event.

Invitations Create and send out invitations for guest list including but not limited to, public relations agencies, media, celebrities, models, and influencers.

Speech Write a speech for Anna Wintour to deliver at the kick-off party naming awarding her the CFDA Legacy Award.

Media List Create a media list of editors, writers and reports who cover fashion and beauty related news.

FAQ Create a FAQ detailing Vogue's reach and audience for website and promotional materials.

Evaluation:

- ◇ Were 1 million male followers ages 21-60 reached across Men's Vogue social media accounts within the first year of the magazine's relaunch?
- ◇ Were partnerships with modeling agencies such as IMG formed and did those partnerships help reach younger audiences across social media?
- ◇ Did Men's Vogue generate 10,000 magazine subscriptions from men ages 30-55 within the first month of relaunching?
- ◇ Were networking events held as scheduled and did event tactics contribute to media placement?
- ◇ Did celebrity and influencer partnerships increase social media traffic and subscriptions?
- ◇ Did the New York Fashion Week relaunch campaign event generate press?

Timetable For Men's Vogue Relaunch Beginning Aug. 2022 – March 2023

August 2022 (Month before Relaunch Announcement)

To Do:

- ◇ Create and send out invitations to PR firms, influencers, celebrities, editors, and fashion industry professionals
- ◇ Organize party logistics: pre-planning, planning, venue, food, drink, entertainment etc.
- ◇ Write press release for NYFW Relaunch Kick-Off Party
- ◇ Pitch partnership to IMG and other modeling agencies
- ◇ Create media pitch and reach out to press for party
- ◇ Create media list for target media
- ◇ Create Vogue fact sheet

September 2022 (Month of Relaunch Announcement)

To Do:

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

VOGUE

14

A Condé Nast Publication

- ◇ Schedule media interviews and appearances for Vogue spokesperson
- ◇ Create content for social media promoting relaunch
- ◇ Prep Anna Wintour on speech for Kick-Off Party
- ◇ Launch contest for cover features
- ◇ Confirm all party logistics
- ◇ Prepare for key events

Key Events / Dates:

- ◇ *New York Fashion Week Spring/ Summer 2022 – September 09-14, 2022*
(Relaunch)
- ◇ London Fashion Week Spring / Summer 2022 September 16-20, 2022
- ◇ Kansas City Fashion Week (Dates to be announced)
- ◇ Milan Fashion Week Spring / Summer 2022 September 20-26, 2022
- ◇ Paris Fashion Week Spring / Summer 2022 September 26-October 4, 2022

October 2022 (Continuation of Relaunch Promotion October 2022 – March 2023)

To Do:

- ◇ Schedule cover shoots with male celebrities / influencers / partners
- ◇ Create monthly newsletter and send first issue to contact list
- ◇ Promote lottery, free-trial, and discounts for subscription
- ◇ Promote relaunch across social media platforms
- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics
- ◇ Write press release for cover features
- ◇ Prepare for key events

Key Events / Dates:

- ◇ One Fine Day New York Bridal Market / 2023 October 6-8, 2022
- ◇ Los Angeles Fashion Week / 2023 October 7-10, 2022 (*Networking event*)
- ◇ Shanghai Fashion Week October 8, 2022
- ◇ Seoul Fashion Week October 20-25, 2022
- ◇ Arab Fashion Week October 21-24, 2022
- ◇ Vancouver Fashion Week October 24-25, 2022

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

November 2022

To Do:

- ◇ Promote lottery, free-trial, and discounts for subscription
- ◇ Promote relaunch across social media platforms
- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics
- ◇ Write press release for cover features
- ◇ Prepare for key events
- ◇ Monthly newsletter

Key Events / Dates:

- ◇ Brazil Fashion Forum / 2022 November 29-30, 2022 (*Networking event*)

December 2022

To Do:

- ◇ Promote lottery, free-trial, and discounts for subscription
- ◇ Promote relaunch across social media platforms
- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics
- ◇ Write press release for cover features
- ◇ Prepare for key event
- ◇ Monthly newsletter

Key Events / Dates:

- ◇ New York Fashion Week Pre-Fall & Fall/Winter (Dates to be announced) (*Networking event*)

January 2023

To Do:

- ◇ Promote relaunch across social media platforms
- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics

A Condé Nast Publication

- ◇ Write press release for cover features
- ◇ Prepare for key event

Key Events / Dates:

- ◇ Florence Men's Fashion Week January 11-13, 2023
- ◇ Los Angeles Market Week January 16-19, 2023
- ◇ Milan Men's Fashion Week January 14-18, 2023 (*Networking event*)
- ◇ Berlin Fashion Week (Dates to be announced)
- ◇ Paris Men's Fashion Week January 18-23, 2023
- ◇ Paris Haute Couture Week January 24-27, 2023
- ◇ Mercedes-Benz Fashion Week Madrid (Dates to be announced)
- ◇ London Men's Fashion Week January 31, 2023 (Online)

February 2023

To Do:

- ◇ Promote relaunch across social media platforms
- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics
- ◇ Write press release for cover features
- ◇ Prepare for key event

Key Events / Dates:

- ◇ Copenhagen Fashion Week February 01-04, 2023 (*Networking event*)
- ◇ New York Women's Fashion Week Fall / Winter 2022 February 11-16, 2023
- ◇ London Women's Fashion Week Fall / Winter 2022 February 16-22, 2023
- ◇ Milan Women's Fashion Week Fall / Winter 2022 February 22-28, 2023
- ◇ #SOBEWFF February 24-27, 2023

March 2023

To Do:

- ◇ Promote relaunch across social media platforms

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

VOGUE

A Condé Nast Publication

- ◇ Create and send media pitch for cover features
- ◇ Plan and confirm networking event logistics
- ◇ Write press release for cover features
- ◇ Prepare for key event

Key Events / Dates:

- ◇ Paris Women’s Fashion Week March 8, 2023 (*Networking event*)
- ◇ Ankara Miami Florida’s Premier African Fashion Week (Dates to be announced)
- ◇ Los Angeles Market Week March 6, 2023
- ◇ Shanghai Fashion Week March 09-11, 2023
- ◇ Rakuten Fashion Week TOKYO March 14-19, 2023

Budget:

Cost to Print (est. 15,000 copies monthly).....	\$75,000 x 8
Direct Communication.....	\$50,000
Monthly Newsletter	
Website Blog	
FAQ and promotional material (for web and media use)	
Website Design / Hosting	
NYFW Relaunch Kick-Off Party.....	\$500,000
Food	
Drink	
Entertainment	
Venue	
Invitations	
Misc.	
Monthly Networking Events.....	\$20,000 x 8
Food	
Drink	
Entertainment	

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

VOGUE

A Condé Nast Publication

Venue
Invitations
Misc.

Social Media Promotion..... \$12,500 x 8
Ads
 Facebook & Instagram
Influencer partnerships
Content creation

Buffer..... \$90,000

Total Budget: \$1,500,000

A Condé Nast Publication

Remarks for Editor-in-Chief of Vogue, Anna Wintour

New York Fashion Week Kick-Off Party / Vogue X Men Relaunch

CFDA Legacy Award Winner Acceptance Speech

February 12, 2022

INTRODUCTION OF ANNA WINTOUR ENDS

ANNA WINTOUR APPROACH PODIUM

PAUSE FOR APPLAUSE

Thank you. Thank you. I would like to say a special thank you to the CFDA and Conde Nast, and to my family at Vogue, I would not be here without you. To Lauren and Meryl, and to everyone else, from the bottom of my heart, thank you.

I couldn't help but think of my parents Charles and Nonie. I remember being a little girl growing up in London in the 60' where I attended North London Collegiate School. I was a bit of a troublemaker early on in my teens. My mother was often phoned, and she would have to come and pick me up and take me home after I frequently rebelled against our school's dress code by taking up the hemlines of my skirts.

I would be sitting in the dean's office being scolded after cutting into my uniform. At the time I was all but 14 or 15, the same age I began wearing my hair in a

A Condé Nast Publication

bob. I'll never forget one instance. I had just come back to class from the girl's room. My skirt was much shorter and my blouse was rolled at the sleeves. I was immediately sent to the dean. He glared at me from across his desk and said two words that engraved into my spirit; "appearance matters."

Well, if appearance mattered, you'd have to have had Irving Penn's sack over your head not to know something extraordinary was happening in fashion. **PAUSE FOR LAUGH**

Truthfully, it was my father who decided that I should work in fashion. I began taking fashion classes at a nearby school, but soon gave them up. You either know fashion, or you don't. It was not until after accepting my first job at Oz when I discovered the power behind the words. In 1970 I joined Harper's & Queen as one of its first editorial assistants beginning my career in fashion journalism.

Tonight, we honor all those who have paved the way in fashion. To the designers who work tirelessly to cultivate new ideas and reinvent trends from the past, we say thank you and well done. **PAUSE FOR APPLAUSE**

From Oz to Harper's Bazaar to Viva and Conde Nast, it has been a sincere pleasure to have been a part of this industry and family. Watching the trials and tribulations we have faced, as well as having seen the peaks of mountains we have

VOGUE

21

A Condé Nast Publication

reached, it is the resilience, patience and admiration that you all and so many others have for this industry that will always keep it thriving.

The world may judge you for the clothes you wear, but it is how you wear those clothes that truly matters. Be bold, be confident and most importantly be you and do not be afraid of rebellion. **PAUSE FOR APPLAUSE**

It is an honor to be here tonight celebrating the relaunch of Vogue Men. Thank you.

Vogue Magazine
350 Madison Ave New York, NY
vogue.com
Phone: 212-286-6884 | Email: contact@vogue.com

A Condé Nast Publication



The **majority** of Vogue readers are women (almost 90%), 42% of readers of Vogue online are male.



Vogue's largest ever issue was the September 2012 publication, which included **916 pages** and weighed 4.5 pounds. The second largest, published in 2007, was the focus of a documentary film, The September Issue, coming in at 840 pages.



The first celebrity to be pictured on the cover of Vogue Magazine was **Madonna**, on the 1989 May issue. Now, over 90% of the covers published by Vogue in the last 5 years feature celebrities.



Only **five** men have ever been photographed for the cover of Vogue, alongside female models and celebrities: Richard Gere, George Clooney, LeBron James, Ryan Lochte, and Kanye West.



In December 2020, **Harry Styles** become the first male to appear by himself on the cover of Vogue.



Vogue's global total **footprint** includes: 22.5 million print monthly readers, 86.2 million digital unique readers, and 167.5 million social media followers.



Vogue magazine is currently published in **26** countries worldwide.



In 2019, Condé Nast undertook its first comprehensive **sustainability** assessment to quantify our greenhouse gas (GHG) emissions and material usage.



We have joined the **UNFCCC's** Fashion Industry Charter for Climate Action to support industry efforts to make fashion and textiles more sustainable.

The New Era of Fame: Thanks To the Internet, Celebrities Are Born Everyday

December 3, 2021

By: Michael Strollo

In 1995, Bill Gates sat down with David Letterman on “The Late Show” to talk about the internet. Gates described his venture as, “a place where people are publishing information, so everybody can have their own homepage. Companies are there, the latest information. Its wild what’s going on. You can send electronic mail to people. It is the big new thing.” In response to Gates, Letterman quipped, “It’s easy to criticize something you don’t fully understand which is my position here.” Throughout the interview, Letterman continued to ridicule Gates comparing the internet to both radio and tape-records.

As of January 2021, according to Statista, there were 4.66 billion active internet users worldwide accounting for 59.5% of the global population.

With a tap on the screen, users can reach tens or even hundreds of millions of people in an instant. Virality is defined as “the tendency of an image, video, or piece of information to be circulated rapidly and widely from one internet user to another,” and social media has certainly played its part in this. Today, social media and internet users have leveraged virality, and with their quick wit, are able to produce content in turn growing their online platform.

From MySpace to Instagram to Vine and to now TikTok, one theme seems to be occurring over and over whether you like it or not. The internet and social media are creating celebrities. Commonly referred to as ‘influencers’ these celebrities are online users with large followings and loyal fanbases. There’s only one problem. Anyone can be an influencer which is why these ‘influencers’ are different. When you have more followers than Queen B herself, tides begin to change.

While the top followed account on Instagram is itself, the second most followed person on the site is one of the first original gen-z influencers: Kylie Jenner (281 million followers). The most followed person? Cristiano Ronaldo, some who would say has a ‘real’ talent for which he is known, as opposed to Jenner. But realistically, the two are one in the same.

With the rise of the popular video app TikTok, TikTokers are stealing the spotlight and are now seen sitting front row at fashion shows around the world. Influencer celebrities are also now walking red carpets like at the infamous MET Gala, the same gala Kim Kardashian had previously been banned from. Yes, that's right. Her status as a reality television star was reportedly not lofty enough for editor Anna Wintour herself.

TikTok has taken the internet by storm with the most followed TikToker, Charli D'Amelio, 17, (130.5 million followers), skyrocketing to fame making her the second-highest earning personality in 2019.

The truth of the matter is simple. Anyone can be an influencer if they can influence one person. The key is monopolizing that concept into celebrity status. It's time we start to not only understand, but accept the inevitable, and that is, the rise of influencers as credible celebrities is here and it's here to stay. It's clear that these creators with loyal fans and followers like D'Amelio are celebrities. Now just how far will their online careers take them?