

# VOGUE

# Regeneration

After a year where the global heating has really hit home, political turmoil has been rife and the cost of living crisis has changed how we live, it's time to regenerate.

To grow. To change. To rethink our institutions and how they serve us. To move into a new era of sustainability that fits with our view of the future. To speak to a new audience who've not felt part of the discourse.



ROCK STEADY  
In one of the artist's  
16 campaigns: Mosier  
green nylon jacket,  
\$20; Mosier denim  
shorts, \$140; leather boots,  
\$1,100; Chanel boutique  
gold-tone necklace, \$7,200.



# VOGUE

**THE ULTIMATE MUSE**  
DIANA THE MUSICAL

**SHE MEANS BUSINESS**  
REWORKING  
BROGUES

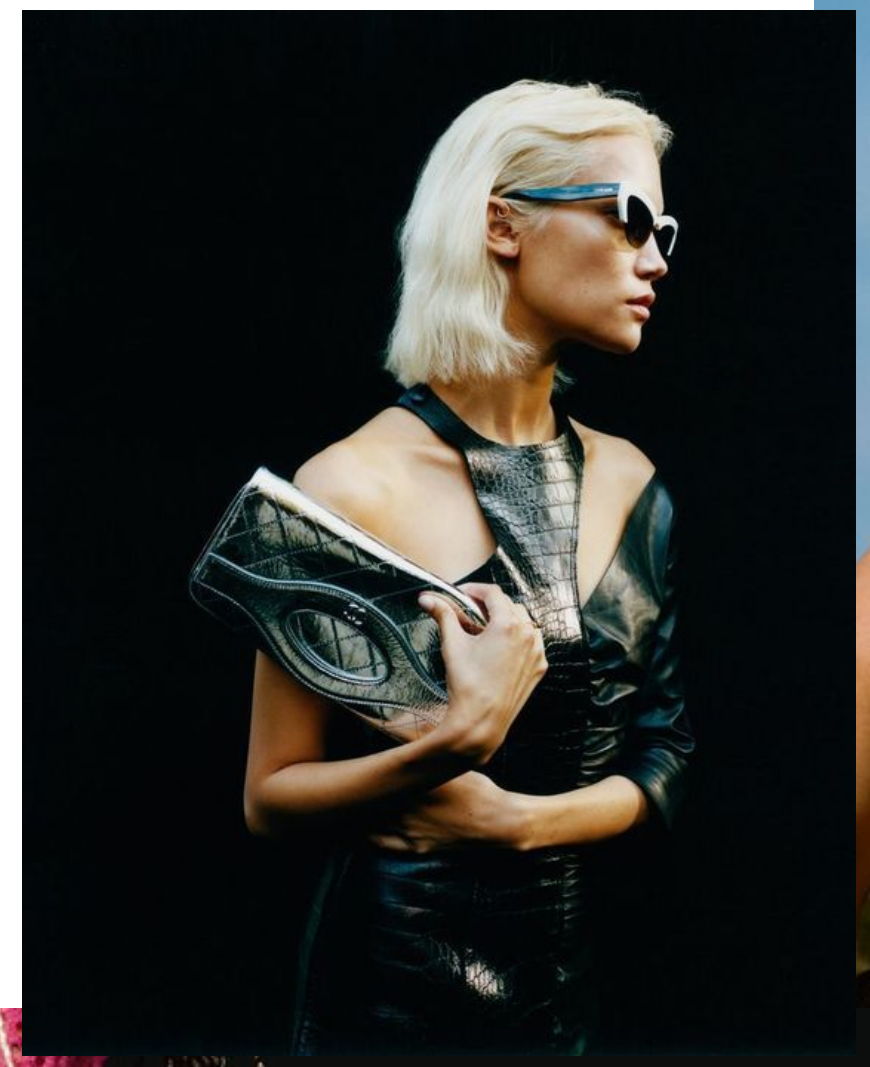
## *Regeneration*

Ncuti Gatwa is the new doctor

# Vogue x Girlfriend Collective

Christmas is a time when exercise gets moved down the priority list. By collaborating with Girlfriend Collective, we change that, putting it back in focus in a fresh, sustainable and inclusive way. Because exercise is universal and it should be portrayed that way. A shoot that feels high end and joyful, whilst remaining affordable and chic. Getting you back in the gym.

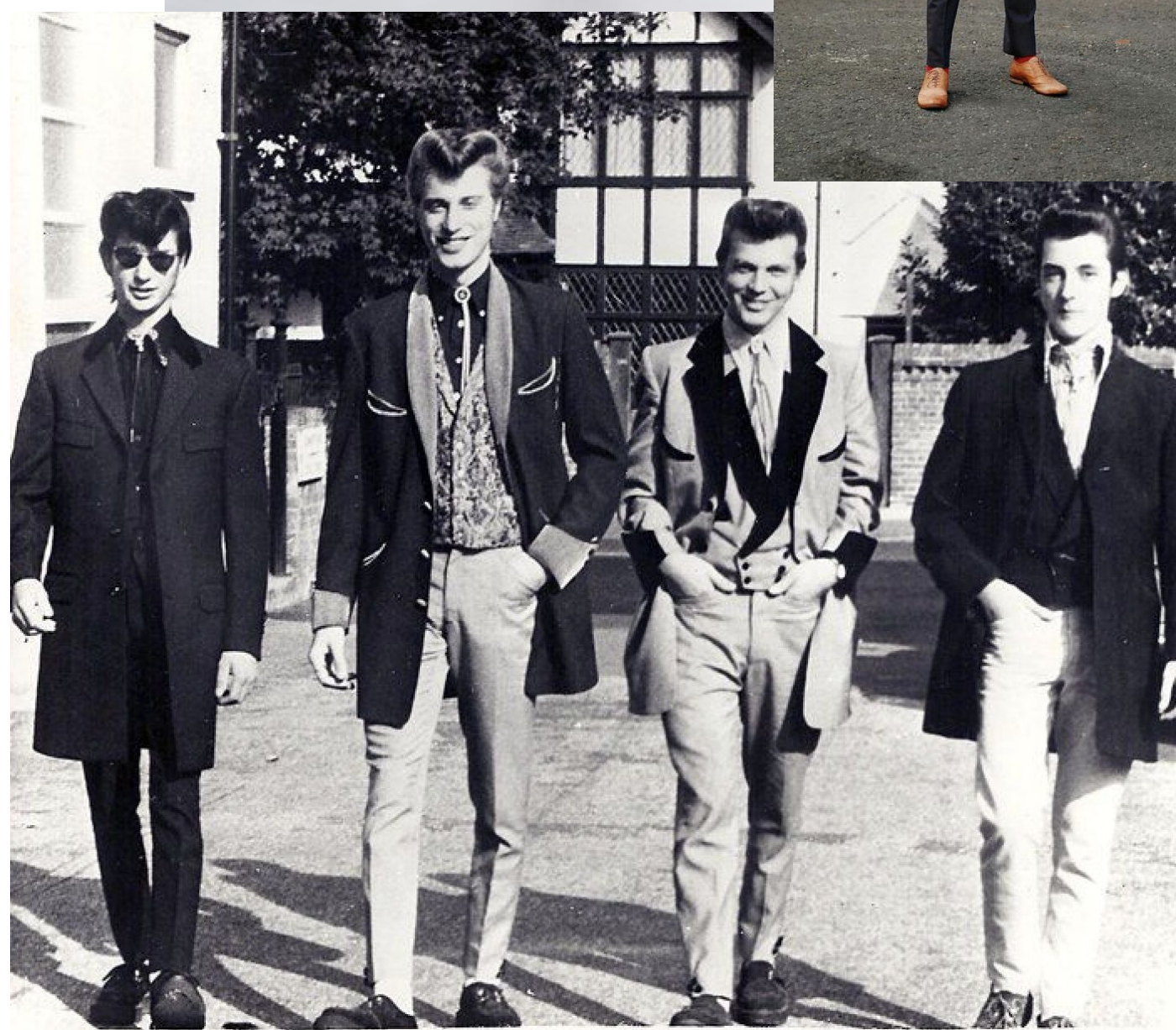
Shot in a black studio by fashion photographer [Sophie Jones](#), making sure we capture the movement.



# *Power Dressing*

From Beatniks to Gen Z, Brogues are back as the It Shoe for Winter.

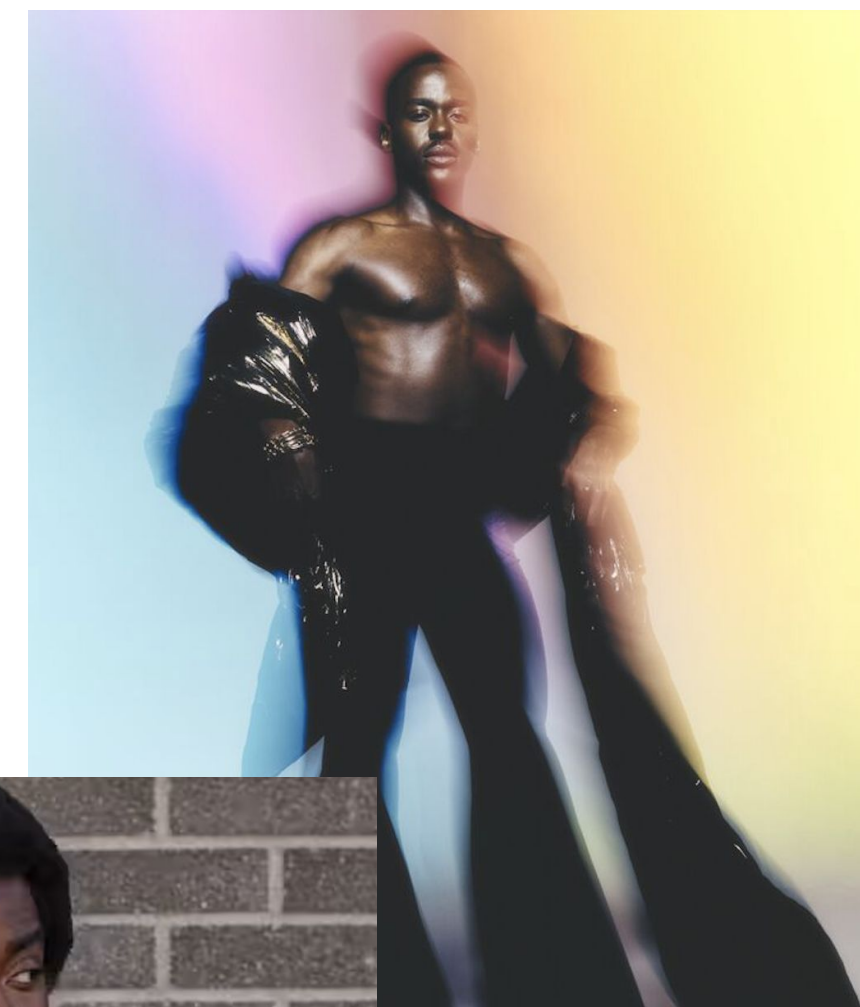
- Seen on runways from designers such as Miu Miu and Alexander McQueen, the brogue is back but with a twist.
- Playing on the non-conformist essence of the Beatniks, who favoured loafers in the 1950s, Gen Z are remaking the brogue for themselves.
- Paired with micro mini shorts and sheer tights to make a high contrast statement.
- Thanks to brogues being loved by bankers, there's no shortage of vintage versions to add to your Christmas list.



# *Through the Tardis*

Ncuti Gatwa's pathway to the Dr has blazed a trail for black, queer actors.

- Speaking from his London home, Ncuti tells Vogue about his groundbreaking role as the new Dr Who. The first queer black actor to be selected to play the doctor.
- We talk to him about playing a role in the regeneration of the BBC, bringing in a younger audience who might not have watched Dr Who before.
- Fashion plays a huge role in the show, and we get into the 60s and vintage clothing as well as his recent Elle 2023 Style Award and his trademark 'elegant glamour with a hint of kink'.



# *The Ultimate Muse*

From Monarchy to Musical,  
when will we let Diana Rest in  
Peace.

- Diana: The Musical comes to the Eventim Apollo in December 2023, featuring Kerry Ellis (Anything Goes) and Maiya Quansah-Breed (Six the Musical) as the 19 year old Diana.
- 'Bringing her story to life with humour and satire', we watch Diana look back on herself as a 19 year old from the perspective of having just signed her divorce papers, with a 'future filled with opportunity'
- Showing a new audience Diana's legacy
- Thinking about how we frame Diana's legacy in 2023, and why we keep regenerating her after she changed the monarchy forever.



KERRY  
ELLIS  
DIANA  
PRINCESS OF WALES

MAIYA  
QUANSAH-  
BREED  
DIANA  
SPENCER

LAMBERT JACKSON AND CUFFE & TAYLOR PRESENT

# DIANA

BOOK AND LYRICS BY JOE DIPIETRO    MUSIC AND LYRICS BY DAVID BRYAN

WITH DENISE WELCH AS THE QUEEN



# BACK TO THE FUTURE

As Winter 2023 approaches, let futuristic silhouettes, metallic colours and sustainable brands regenerate your wardrobe for the festive season..



TOYAMA BAY, JAPAN



TOM FORD



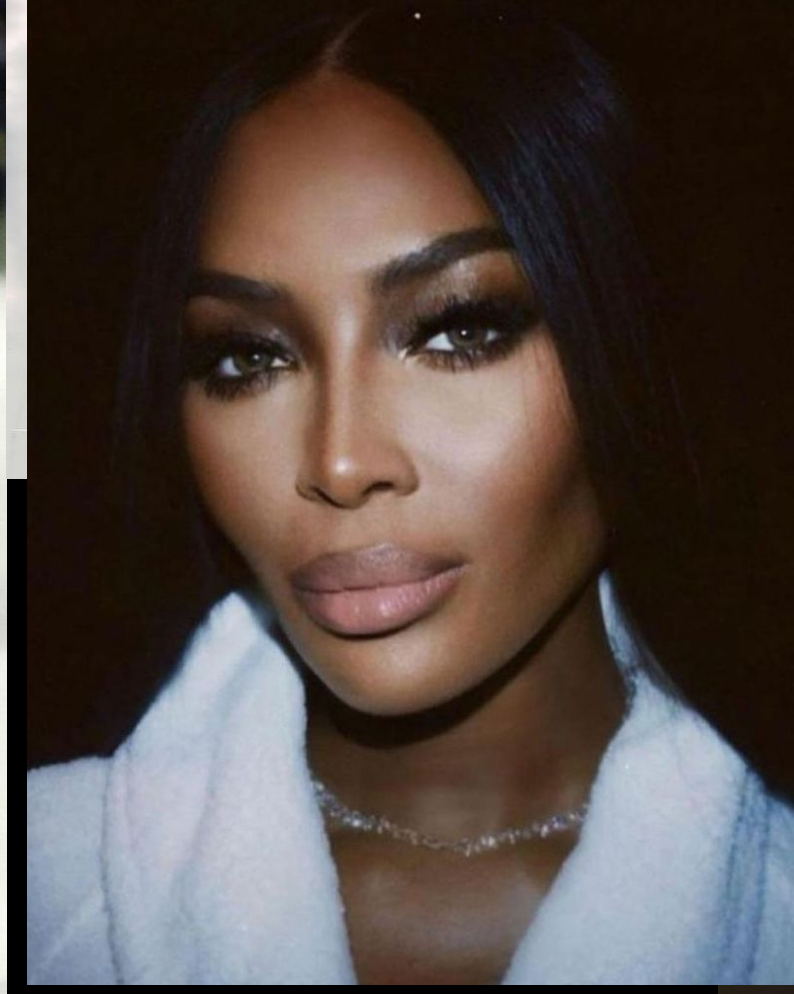
BOTTEGA VENETA



BALMAIN



STELLA MCCARTNEY



KATE PHELAN



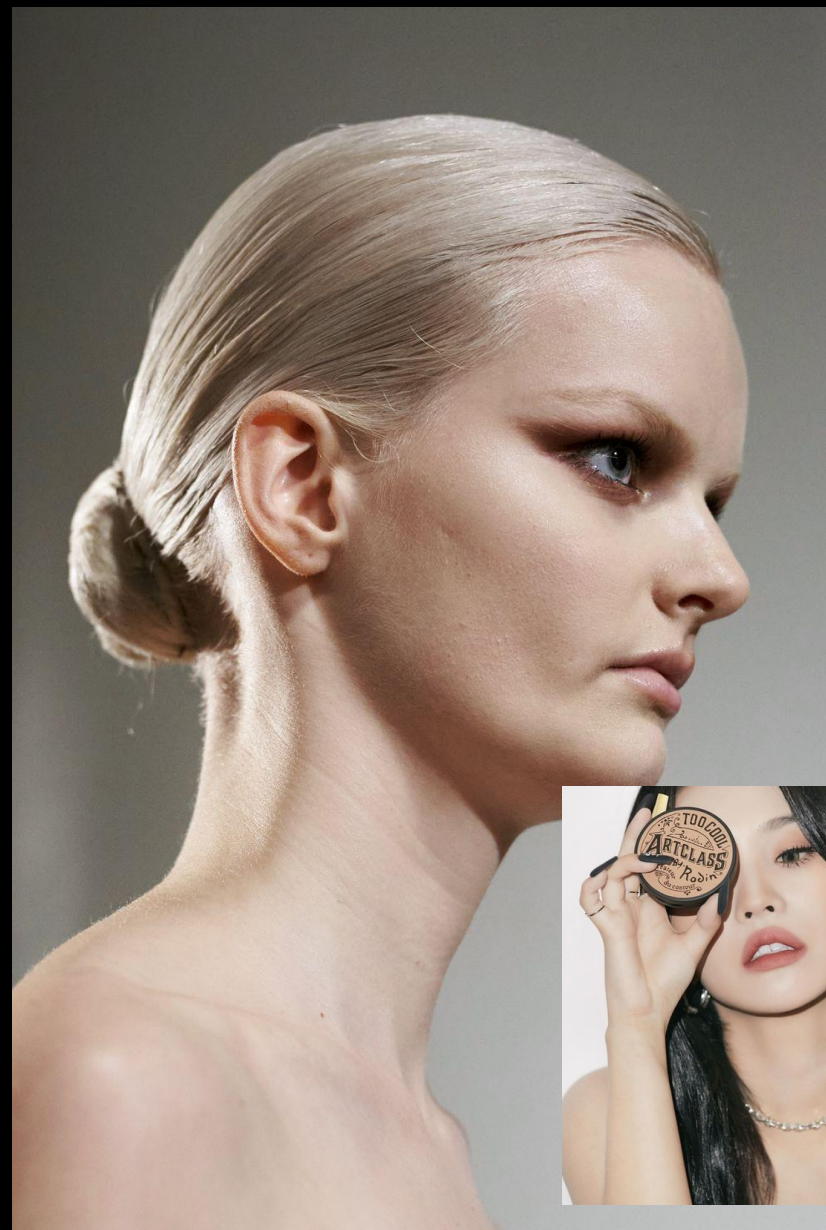
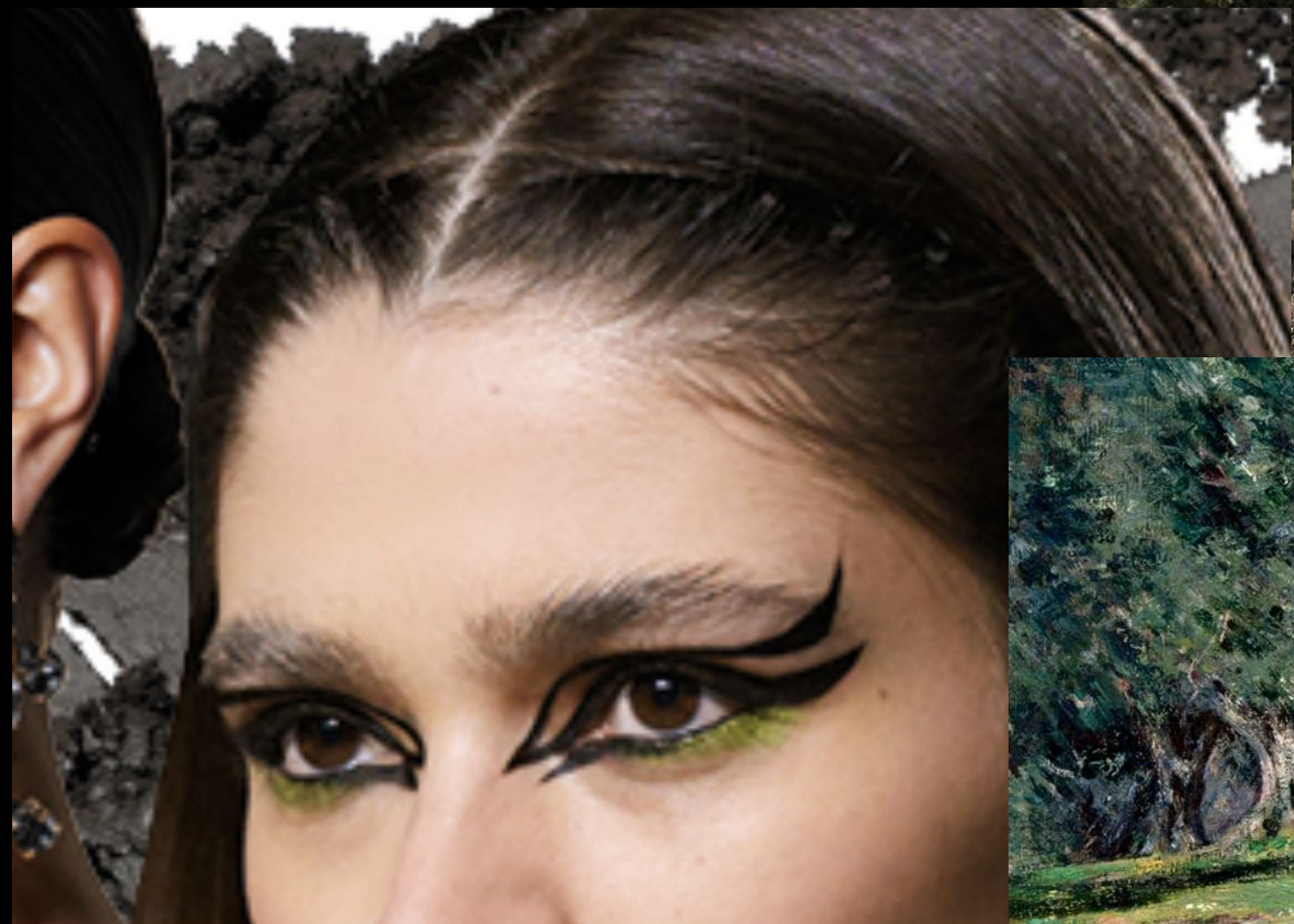
FASHION NOW

FIRST LOOK AT THE NEW SEASON'S TRENDS THE FACES SHAPING 2022 ROSAFAEL PAVAROTTI



# BOLD STROKES

This party season we're changing up graphic liner with unexpected lines and an olive green pop to bring us back to nature. Rethinking your base to feel natural and sustainable, so you skin looks great at every event you grace your presence with.



# Our Bold Strokes Brands

Medik8 Hydr8 B5 Liquid Rehydration Serum



INKA Organic Liquid Foundation



Summer Fridays Light Aura Vitamin C + Peptide Eye Cream



Erborian BB Cream Concealer 45ml



Shiseido Kajal Inkartist Liquid Eyeliner



Dior Couleur Couture in Lucky Clover



Glossier Wowder Weightless finishing powder

# Art of the now

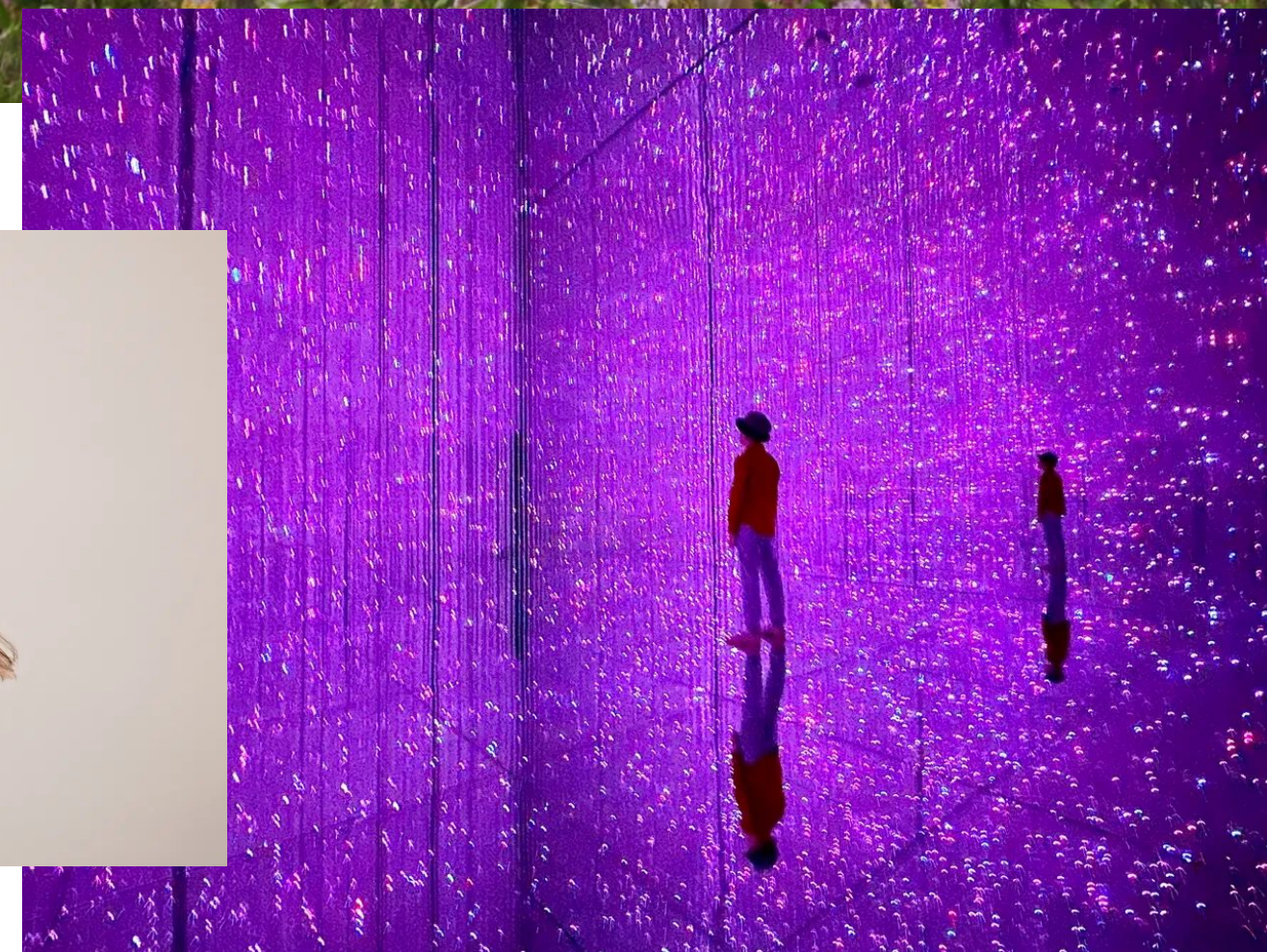
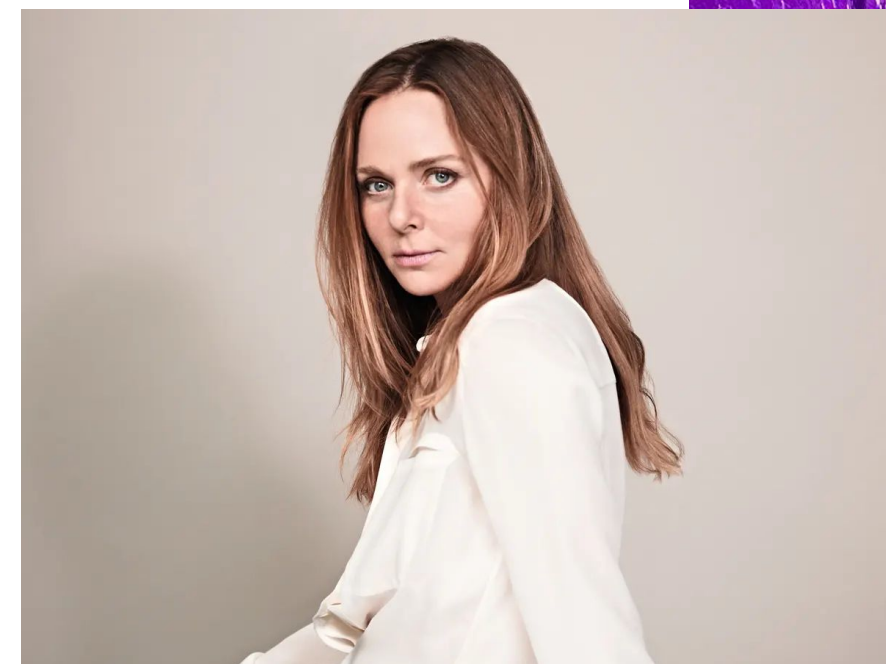
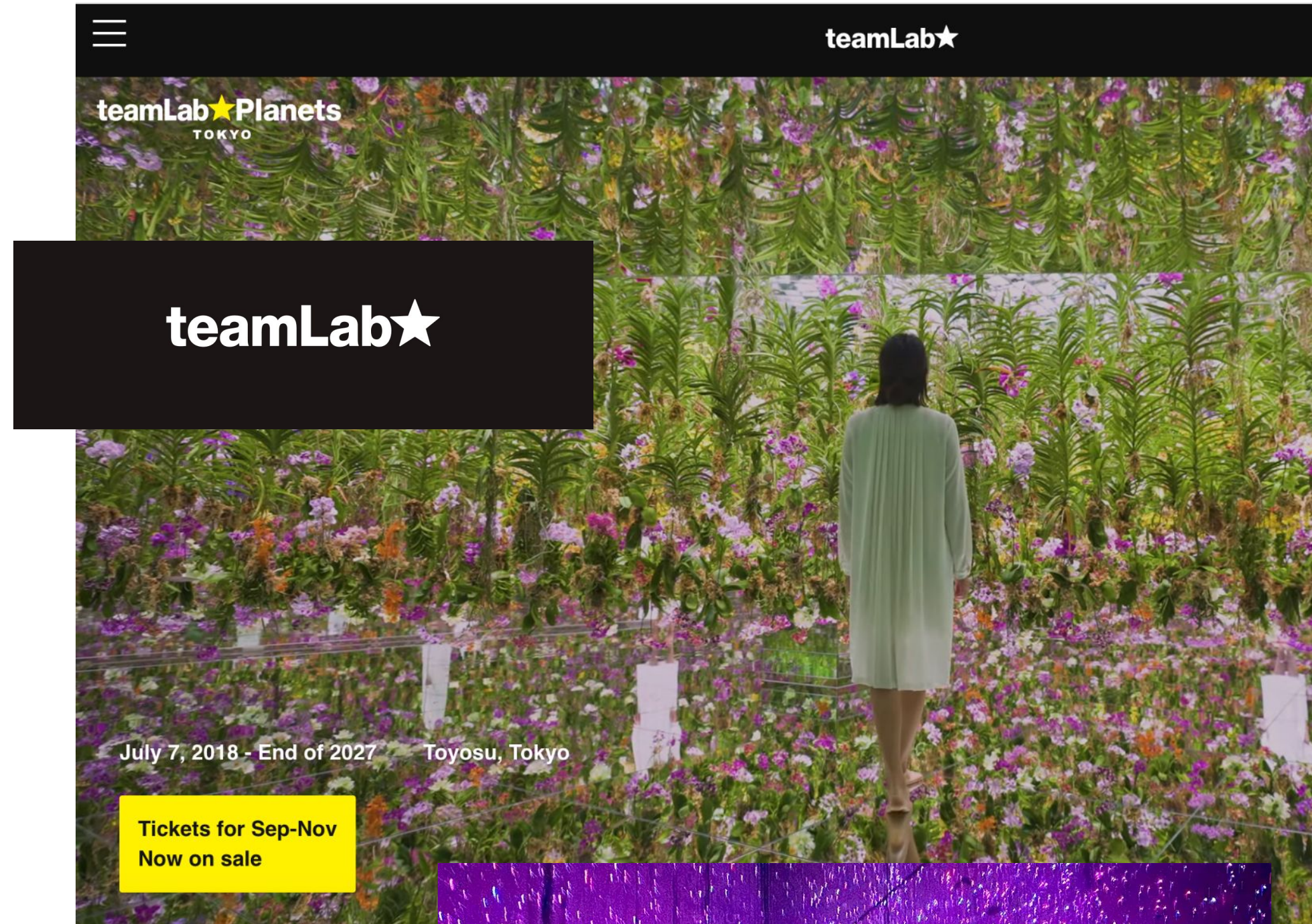
"...the creation of original and high-quality content, leading our readers to what will happen next."

## Vogue x teamLab & ArtAngel

Since we are targeting Gen-Z, we'll be collaborating with teamLab and Artangel to connect our audience to a new era of interactive and visually impactful art and fashion. An article within our issue will focus on the concept of **viewing art through a new perspective**. The printed style/visuals will match this idea.

They will also be present and visible in our launching event by offering specific places dedicated to virtual/augmented reality experiences within the art realm. Bringing old works to life through AR.

To promote it, a TikTok filter will be created for our event, to give TikTok users a sneak peek of what is yet to come in the new issue and for our collab with TEAM LAB & ArtAngel.



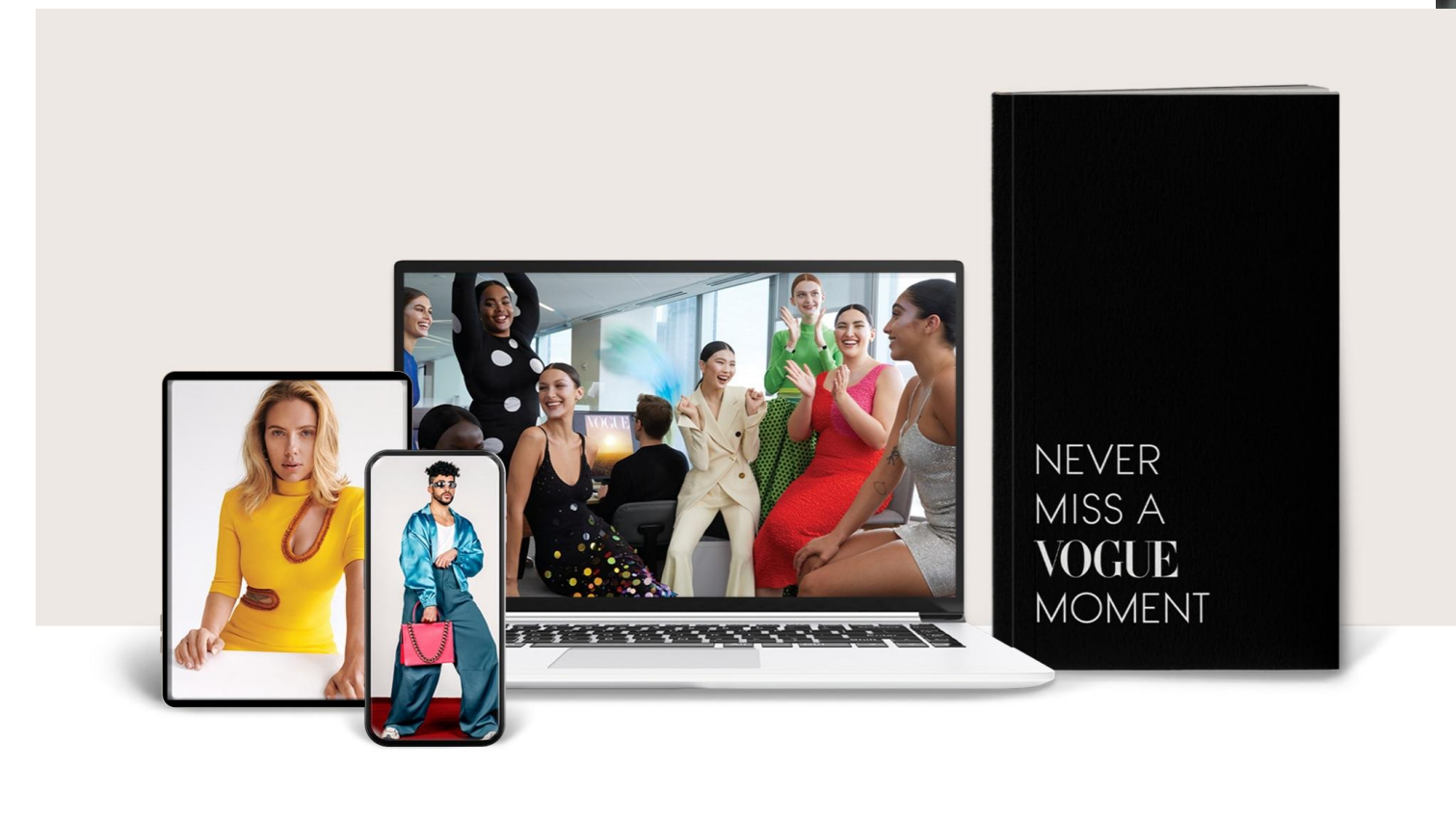
"...TeamLab seeks to transcend these boundaries in our perception of the world, of the relationship between the self and the world, and of the continuity of time..."



# IRL Art of the now

## Launch Event at the Tate Britain

- Our theme of **regeneration** is at the core of our event
- **Fresh** take on an **iconic** institution Tate Britain
- Moving art installations (The Lady of Shallot and Carnation, Lily, Lily & Rose)
- Virtual Try ons
- Guest list can **experience** the virtual world **together**
- Vogue World members can go into the **Metaverse**



# Thanks

# *Key Points To Remember*

- Presentations should be about 10 minutes
- Communicate your ideas clearly, using reference images, mood boards and mock ups.
- Consider titles for content as well. - CONNECTION
- Explain WHY, not just what...
- Have at least one image for each element
- Try and speak clearly and slowly - don't panic!



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FASHION  
& DESIGN

For further information or support, please visit:

[WWW.CONDENASTCOLLEGE.AC.UK](http://WWW.CONDENASTCOLLEGE.AC.UK)

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Option 2

# Party

It's been a long, difficult year. With a lot of bad news on the horizon that makes us feel not the best about the state of the world.

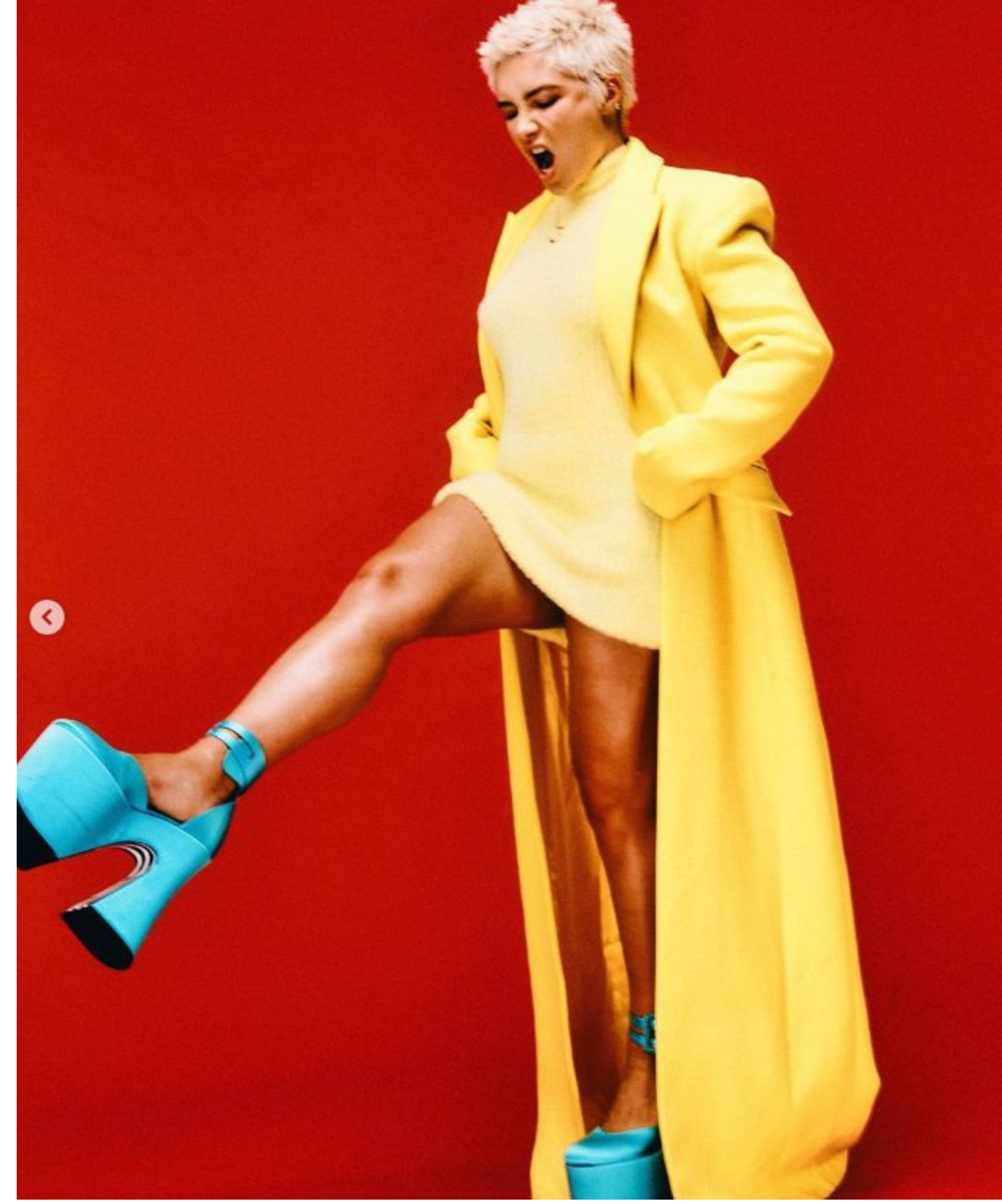
Our theme calls for a celebration of epic proportions. And we're so ready for it.

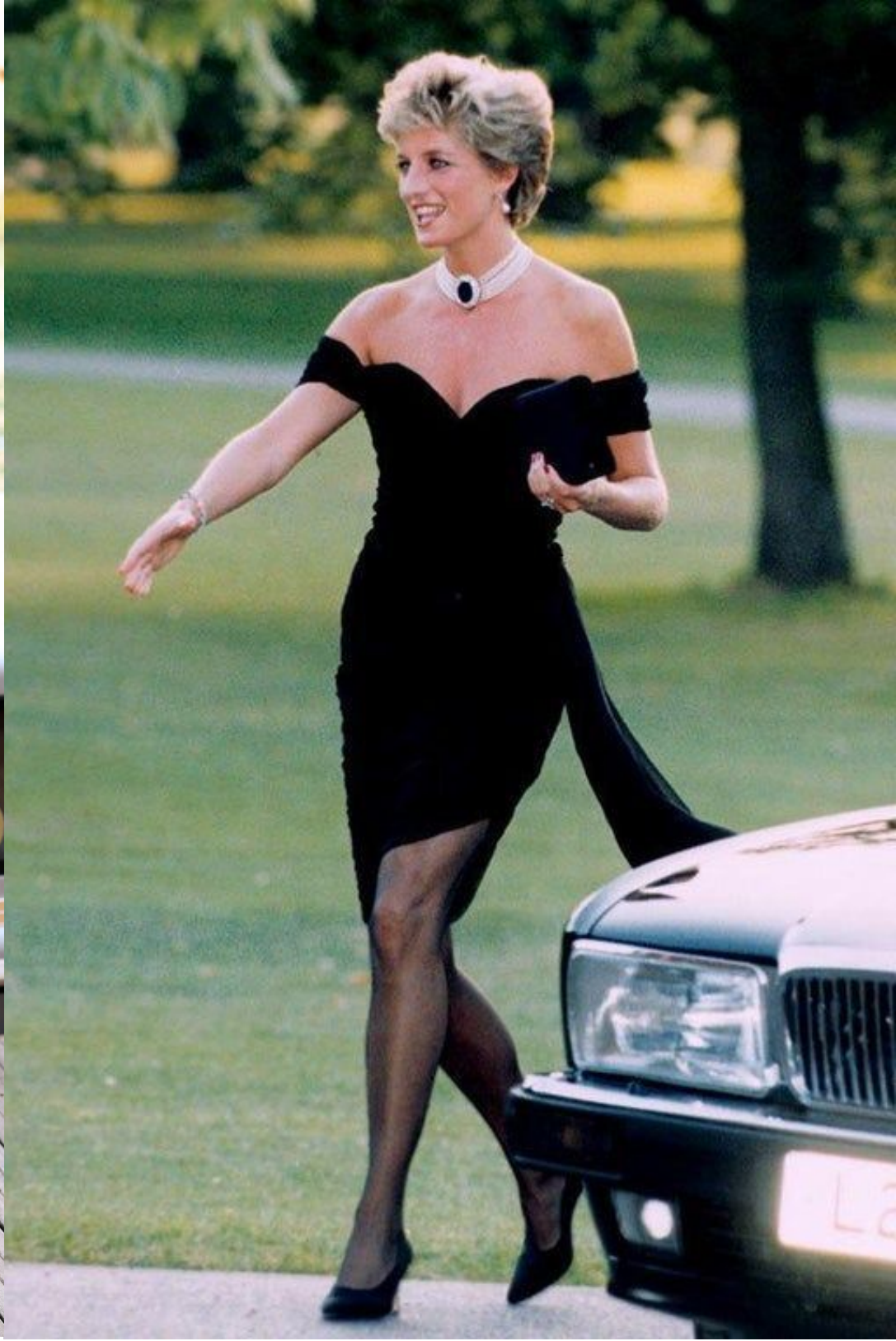
Let's look at how we collectively celebrate now, how to throw the best party, how to recover, who's the most fun and of course how to make your entrance.





© Rihanna Instagram





# Brief: Cover

Creative Direction students, should come up with a cover concept.

- Who will be on the cover?
- What would they be wearing?
- How would they be shot and styled?

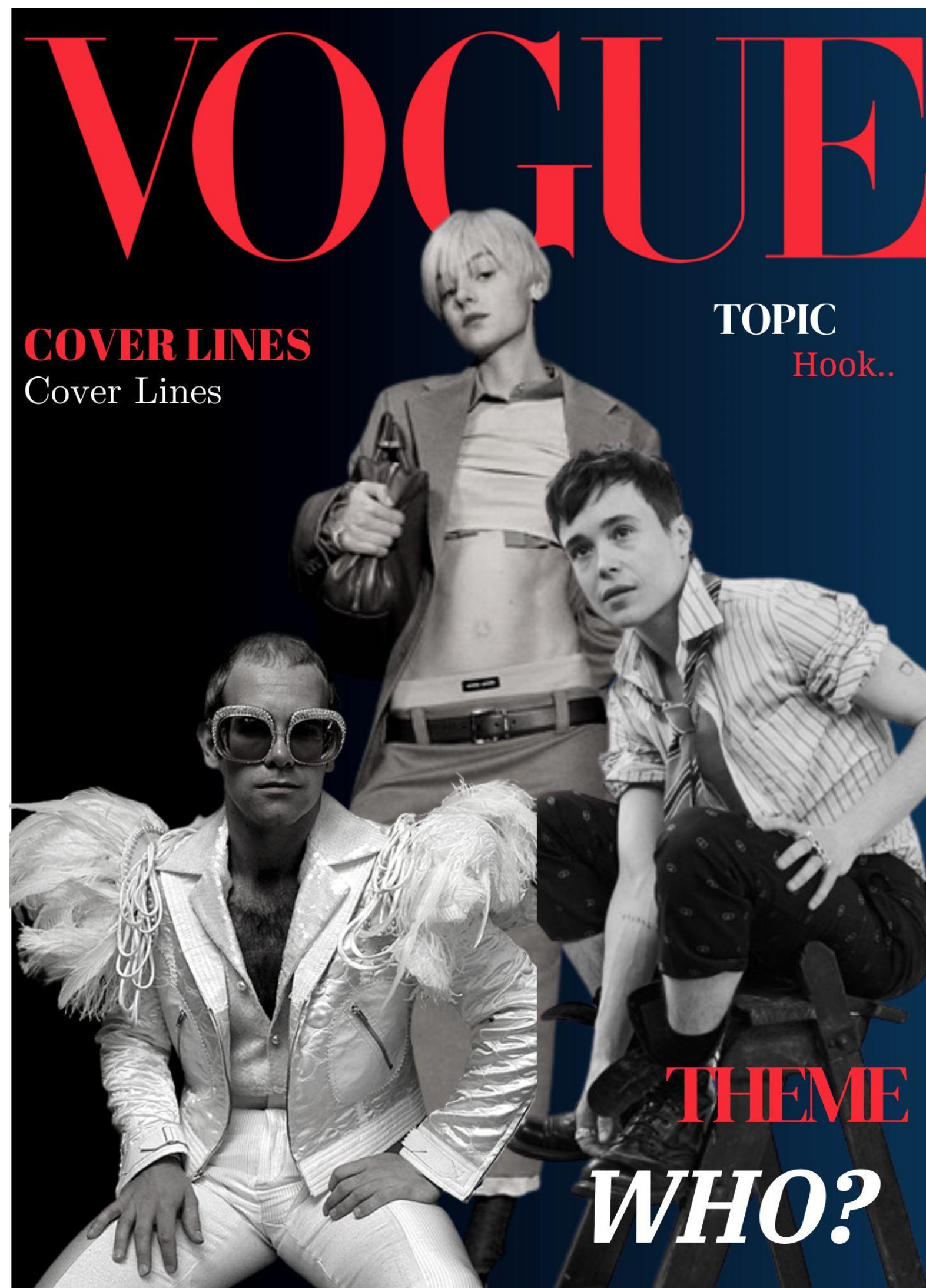


# Cover

Who will be on the cover?

What would they be wearing?

How would they be shot and styled?



What's the overall content theme?

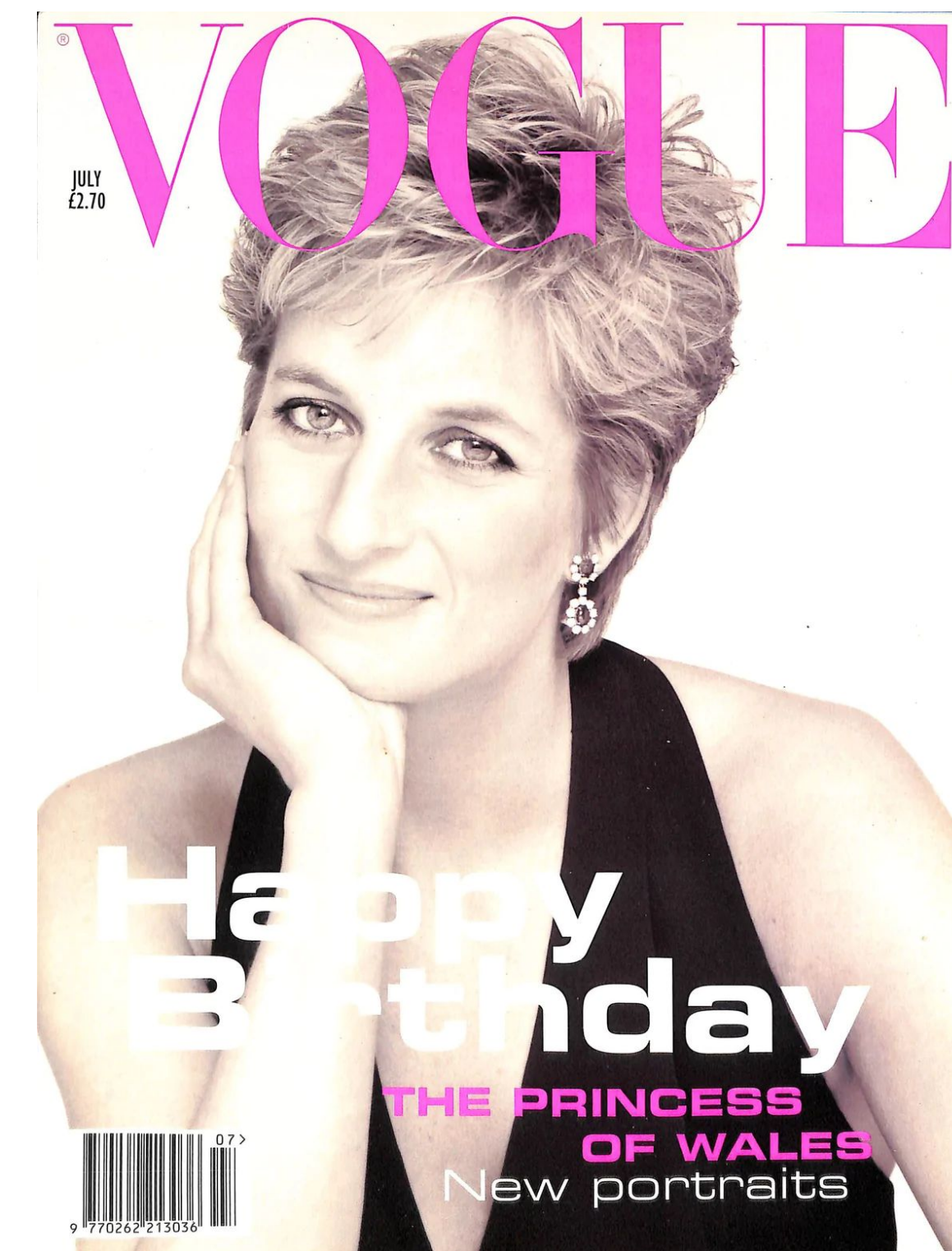
What are the key messages?

Are they relevant for the Vogue audience?

Is it topical / current?

Who is your audience?

# Cover Inspiration



A Canva template has been created for you to use:

[Link](#)

# Ideas for the Cover

## Location

Shot in Antelope Canyon, Nevada a place that feels alien

## Styling

A Bode suit - vintage inspired but with a modern feel OR orange culture suit?

## Photographer

[Tyler Mitchell](#)

A new guard of fashion photographers, communicating personality, depth and the black experience.

## Audience

Millennial women who maybe have watched Dr Who in the past but don't watch it anymore due to lack of fashion and inspirational actors

## Key message

All change please

We welcome a new era of a queer, Black, fashion forward Dr.



# Vogue Group Project

**Slide Template**

CONDÉ NAST  
COLLEGE *of*  
FASHION  
& DESIGN



# *Slide template instructions*

*We have created this slide template for you and your group to collaborate on in the run up to the final presentations that take place on Friday.*

*Each person in the group has access to this slide template.*

*This is a live collaborative space - make sure you each bookmark the link to this so you can access this again and again during the week. Work on this document collaboratively online.*

*We have included all the instructions from the briefing here as a reminder for you.*

*In the run up to Friday, you can start to capture ideas here.*

*You might also consider creating a WhatsApp group for you to talk about ideas during the week.*

*On Friday, you should review your ideas together.*

*Once you have agreed on your ideas, you can collaboratively work on creating slides for each idea/element.*

*Once your presentation is ready, make sure either to delete or hide all the instruction slides.*

*Make sure also to create a new cover slide for your group - perhaps start with your cover concept.*

*You can then use these slides as a group to present your final concept to your peers and tutors on Friday afternoon.*

*At the end of the course, you might consider downloading this slide deck as a PDF so you have a record of your for for future.*



# Schedule

## 9th September

10.30 - 14.30	Vogue Proposal Group Project
14.30 - 16.00	Vogue Proposal Presentations
16.00 - 16.15	College Presentations
16.15 - 17.00	Celebrations!



FRIDAY



**Brief**

Working in small groups, your task is to plan British Vogue's September issue.

# Brief: Theme

As a group, you should come up with a strong, relevant, and current theme for this issue.

- What's the overall content theme?
- What are the key messages?
- Are they relevant for the Vogue audience?



# Advertorial

## IMAGES

- Product/brand you will advertise
- Theme of advertorial
- Why is this product relevant?



This would be a section of the magazine that would look as though it is a part of the magazine, in the house style.

However it is an advertisement for a brand created by the magazine.

Think about the style of this advertorial and make sure it is appropriate for VOGUE magazine.

What products would be appropriate for VOGUE?

Create a mood board or a mock up double page.

# VOGUE

JULY

Anisa Omar  
SUPERMARKET  
ASSISTANT



Waitrose

*The New*  
**FRONT LINE**

Celebrating courage in the face of adversity

## *Brief: Written Content*

### **Fashion Feature**

Come up with ideas that have a strong topical hook  
Is the idea appropriate for a longer piece of writing?

What to include:

- Picture/s to illustrate the topic
- Article title
- Brief description about the angle & content

# Written Content

## Interview

Who is new and topical?

Who has a film / book / album / exhibition out?

What to include:

- Picture of the interviewee
- Article title
- Brief description about the angle & content





# *Written Content*

## **Non-Fashion Feature**

Consider the following categories:

- Arts & Culture
- Interiors
- Technology
- Food & Drink
- Motoring

What to include:

- Picture/s to illustrate ideas
- Article title
- Brief description about the angle & content

# *Brief: A Main Fashion Editorial Shoot*

Create a moodboard for a main fashion editorial shoot concept and include your choice of:

- Photographer
- Stylist
- Model
- Selection of looks - use A/W 2022 runway shots (Vogue.com)
- Hair and makeup ideas
- Location
- If in a studio give examples of studio based shoots you have found inspiring





# *Main Fashion Editorial*

Who would be your photographer?

Who would be your model?

Themes

Mood

Audience

## *YOUR MOODBOARD*

Who would be your stylist?

**Wisdom Kaye**

Where?

Would it be in a studio or on location?

Hair and makeup ideas

# *Brief: A Main Beauty Editorial Shoot*

Create a moodboard for a main fashion editorial shoot concept and include your choice of:

- Photographer
- Stylist
- Model
- Selection of current beauty looks A/W 2022
- Hair and makeup ideas
- Location
- If in a studio give examples of studio based shoots you have found inspiring



# *Main Beauty Editorial*

Who would be your photographer?

Themes

Who would be your model?

Mood

## *YOUR MOODBOARD*

Audience

Who would be your stylist?

Where?

Would it be in a studio or on location?

Hair and makeup ideas

# Collaborator

## COLLABORATION

Who would be your brand collaborator?

- A Fashion Brand?
- A Car brand?
- A Gaming brand?

How are they relevant to your issue?

Will a written feature about them be included?

How would they be involved?

- Providing garments for shoots?
- Making advertising space?



## IMAGES

- Picture of brands collaborator
- Images to help illustrate why you chose this brand?



# Launch Event

## LAUNCH EVENT

A brief description of your concept for the launch event of this issue.

This should be something that people can attend and interact with, something highly shareable on social media channels as this is high value for the magazine / Condé Nast.

## Think about...

Capacity?

Location?

Theme?

Audience?

Promotion?

Collaborators?



# Ideas for Beauty Editorial

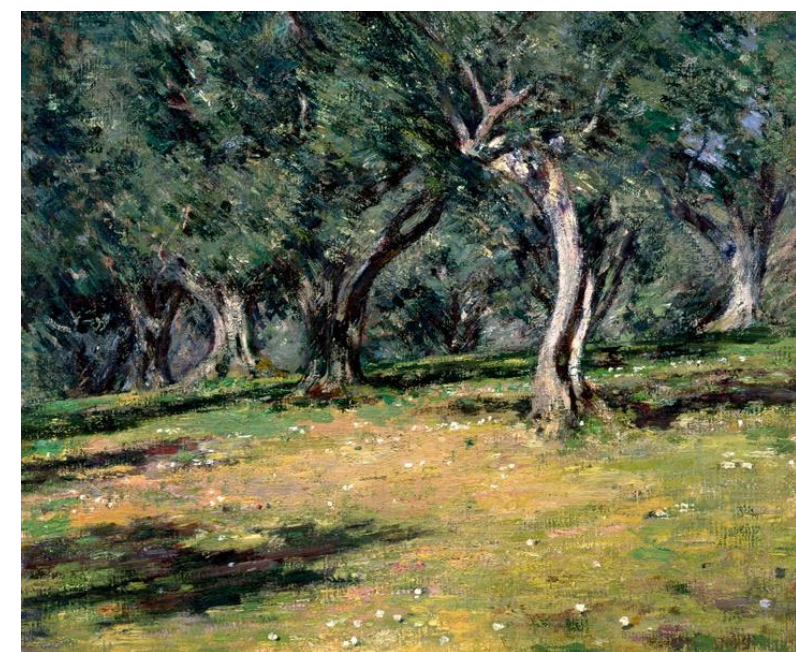
Silver metallic hair



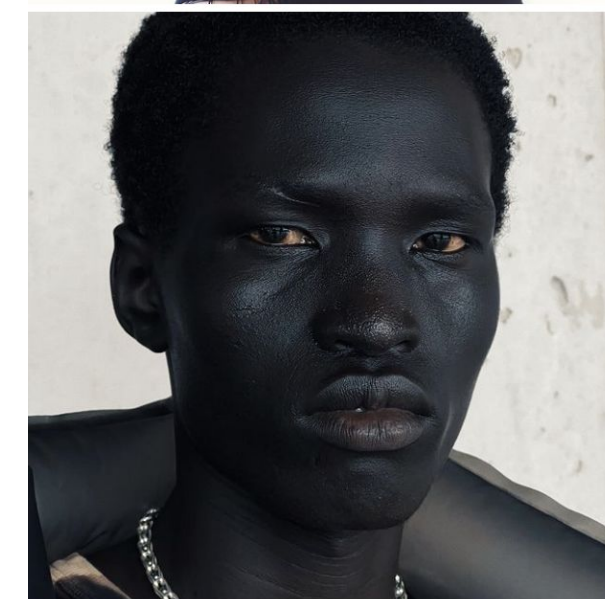
Model- Dohyun



Location: olive grove, calling back to theme of regeneration and concept of peace



Bold eyeliner with touch of green

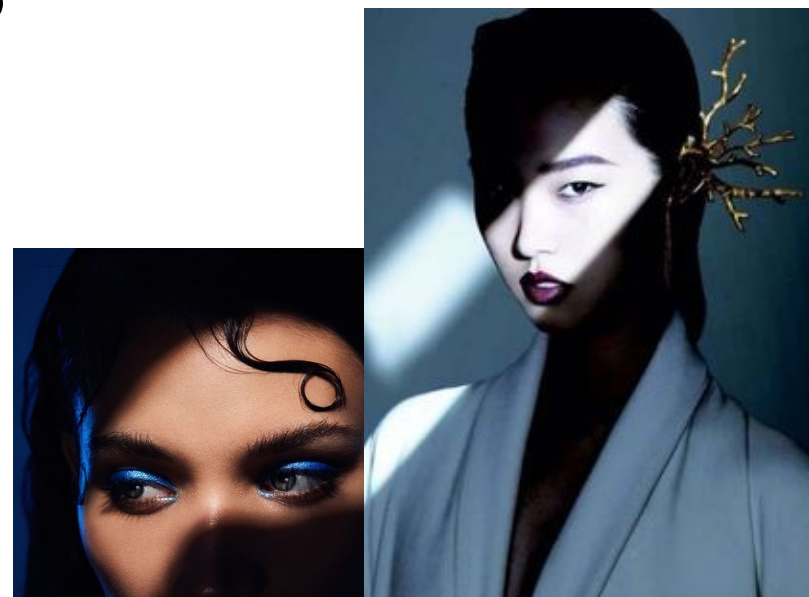
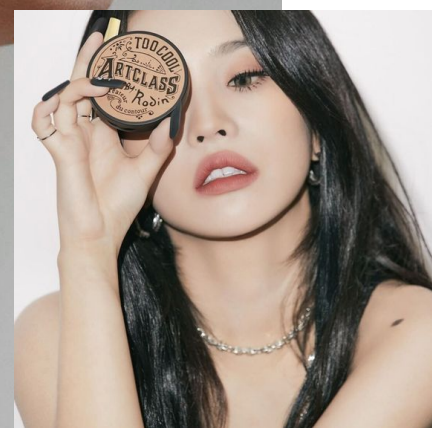
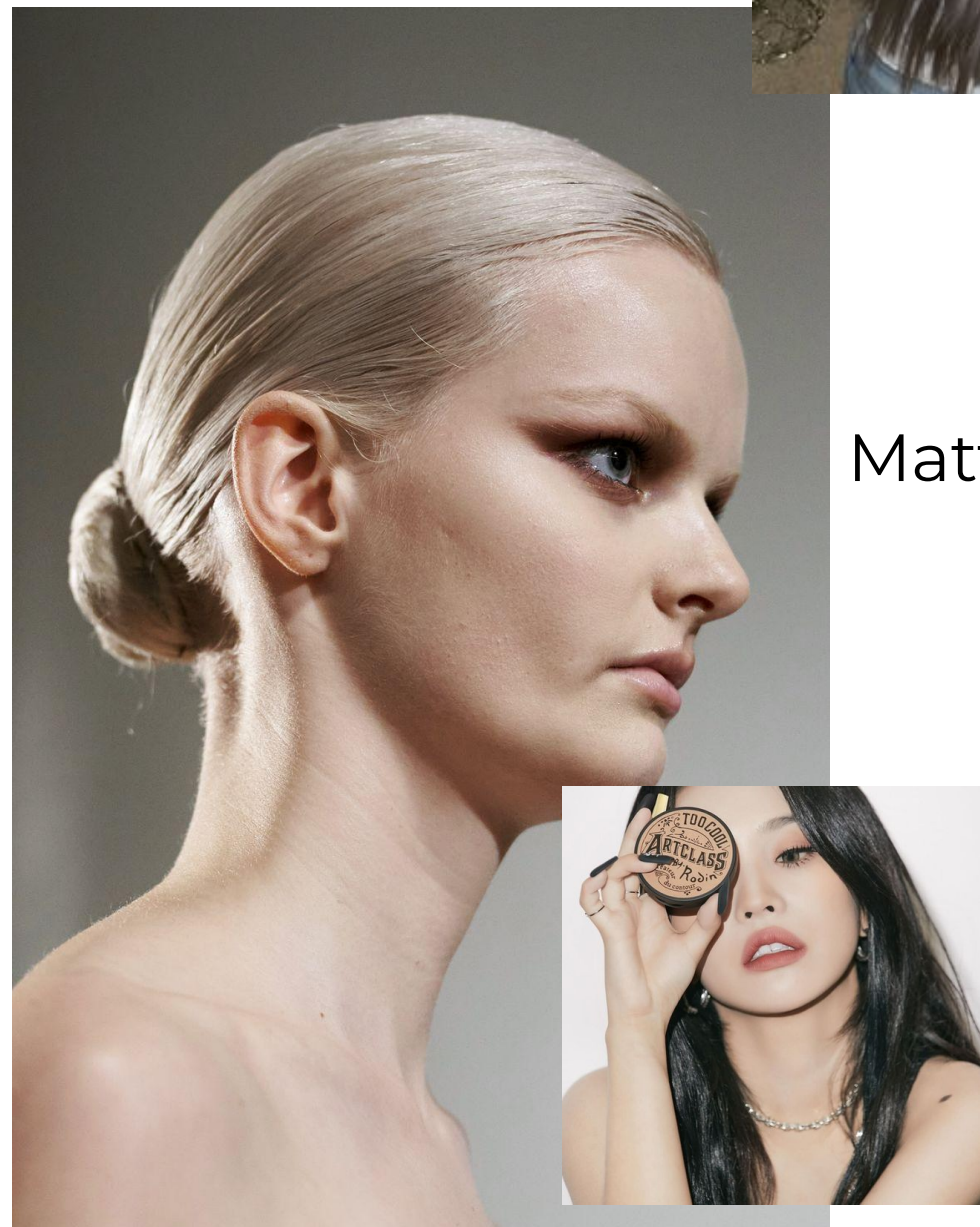


Makeup artist, Marcelo Gutierrez



Photographer, Daniel Sannwald

Matte finish makeup



Lighting- Focusing on the eyes of the model.

