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## **Design Research Paper**



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Anna Wintour is the influential editor-in-chief of Vogue magazine and is well-known for her iconic haircut and large sunglasses. The queen of the fashion scene and is universally respected by Hollywood and other fashionistas. Anna is a woman in her own class and is a superhuman with her ability to get respect with her demanding personality. She is an important figure in the fashion world, with her eye of fashion trends and her support for younger designers as well.

Dame Anna Wintour was given the name of her grandmother, by her parents Charles Wintour (editor of the Evening Standard) and Eleanor Nonie Trego Baker (daughter of a Harvard Law School professor). She has been an American journalist and editor at Vogue since 1988 and the artistic director for Coonde Nast (vogue's publisher) since 2013. Since she was young, she has had an eye for fashion. Anna was educated at an independent North London Collegiate

School, and usually got in trouble for altering her uniforms. “Growing up in London in the ‘60s, you’d have to have had Irving Penn’s sack over your head not to know something extraordinary



was happening in fashion”.

In the September Issue, she told them that she felt like her dad decided she should work for the fashion industry. Her first job was at an influential biba boutique at the age of 15, by the next year she left North London Collegiate and went to Harrods. She started taking classes at a nearby school for fashion because “you either know fashion or you don’t”. In 1975 she became a junior editor at Harper’s Bazaar in NYC (she was fired after 9 months).

A few months later Bradshaw helped her get her first position as a fashion editor, at Viva (a women adult magazine). Anna does not really speak about her past because she wanted to switch up her reputation for her future as a demanding boss lady. By 1978, Anna decided to take a break from work and came back in the 1980 as an editor for a new women’s magazine named Savvy. She later went to work at Vogue when Alex Liberman got her a position there. She was the magazine’s first creative director, which came with a lot of responsibilities. Anna achieved her first editorship which took over the UK edition of Vogue. Once in charge she replaced many staff and gained far more control over the magazine than any other editor giving her the nickname “Nuclear Wintour”. “She’s interested in business and money. She does not have time to shop anymore. She wants to know what and why and where and how”. Returning to NY in 1987 to make changes to staff and look to upgrade the House & Garden (which is also known as House & Garment). Ten months later she became the editor of the US Vogue. The reason why



fashion trends were so clever with her in the industries is because Anna mixed inexpensive clothes with high fashion and she used less well-known models in the magazine covers. She had an approach to getting competitive- even with your image. “If you can’t be better than your competition, just dress better”. She wanted to change the industry to be more realistic in the way how people dressed. September 2004, the largest issue of a monthly magazine was ever published at one time

with Anna introducing Teen Vogue, Vogue Living and Men’s Vogue.

As years went on in the fashion industry Anna Wintour has become the 69<sup>th</sup> most powerful women in the world in 2011 and 1/50 best dressers over 50 in (March) 2013. Anna had a vision for Vogue, “a highly-manicured, aspirational interpretation of glamour and has shaped Vogue’s editorial content for the past 30 years”. She had this ability to look as if she was living in the pages of her magazines. In January 2017 she was made Dame Commander of the Order of the British Empire by Queen Elizabeth (2<sup>nd</sup>).

Currently Anna Wintour has a masterclass on creating your vision and brand to inspire young designers to break rules, how to be a leader and not a follower. Wintour



also spearheads the annual Met Gala, which sees celebrities from across the globe gather to celebrate the opening of the museum's annual costume exhibition, dressing according to its themed. She helped make careers for new designers by celebrating their style such as Marc Jacobs, Alexander McQueen, Thom Browne, and Brooks brothers, which resulted in some of



them appearing in up to 90 retail stores.

Anna Wintour's has changed the fashion industry with her resilience in being a leader and not a follower with new styles or designs through her entire career. Despite her famously public tough persona, Anna has always been hugely

encouraging to young people int the industry. Anna stresses the fact that you need someone who can push you and is not pulling you back. "It's important to own your decisions and own who you are without apology".

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