

Elle, Harper's Bazaar, and Vogue

Elle

Elle (a French word meaning 'She') is an international magazine that includes information on women's fashion, but also beauty, health, and entertainment.

It was founded in France in 1945, when the first issue was published. It was not until 1985 that the magazine was launched in the United States and in the United Kingdom, which was followed by other 25 foreign editions. Now it is published monthly in over 60 countries, with a circulation¹ of 1.1 million per month and over 4.8 million readers.

It is also a global network including 27 websites providing information on runways, trends, and the latest news on fashion. *Elle* is published by Hachette Filipacchi in the UK and the USA. The current editor-in-chief² of the US edition of the magazine is Robbie Myers, whereas Lorraine Candy is editor in chief of the British edition.



GLOSSARY

- 1 the distribution of newspapers, magazines, etc. among readers
- 2 the head of a department of a magazine, newspaper, etc.

Harper's Bazaar

Harper's Bazaar is another popular fashion magazine, whose first issue was published in 1867.

Since then the pages of *Harper's Bazaar* has been the home to talented people such as Mary Louise Booth (founding editor, author, and translator), other fashion editors, photographers (Patrick Demarchelier), illustrators (Erté, Andy Warhol), and writers.

The current British editor is Lucy Yeomans, the American editor-in-chief is Glenda Bailey, as the magazine is published both in the UK and the US, with another 20 international editions including Australia, Dubai, Singapore, and Thailand.

At the very beginning, it was published weekly and showcased fashion from Germany and Paris in a newspaper design format.

In 1901, it became a monthly issued magazine as it is today. It gives information on fashion, styles, health and beauty, art, cinema and stars, and so on.

Harper's Bazaar has a rich website with interesting news on travel and entertainment too. It is included among the top circulation fashion magazines with about 740,000 publications per month.



Vogue

Vogue is a monthly fashion and lifestyle magazine published in 16 countries along with Mexico and Latin America.

It addresses topics of fashion, art, culture, politics, design, and beauty. It has been a very influential fashion magazine for years, showing images of high fashion and society.



Founded as a weekly publication in 1892, it was changed and improved by its second editor Condé Nast, who took over the magazine in 1909. He slowly created a worldwide magazine publishing company, Condé Nast Publications, which has an extraordinary portfolio today (*Vogue*, *W*, *Glamour*, *Allure*, *GQ*, and so on). The number of editions increased, and it began to be published overseas in the early 1910s.

The first country was Britain, followed by Spain, and then France. Since 1973, it has been published monthly.

Anna Wintour is the current editor-in-chief of American *Vogue*. She has always worked to protect the high status and reputation of the magazine, by making fashion ideas more accessible to a wider group of readers. The magazine still has a very high circulation. One of the big changes was the image portrayed on the cover, which was changed from a model's face to the whole figure wearing clothes and accessories. Anna Wintour's presence at fashion shows is often seen as an important element and she came to personify the magazine's image so much that both of them started to be fairly criticised. Her assistant at the magazine, Lauren Weisberger, wrote a best-selling novel entitled *The Devil Wears Prada*.

Other editions of the magazine have been launched so far: *Men's Vogue*, *Teen Vogue*, *Vogue Living*, *Vogue Entertaining*, and in other countries *L'Uomo Vogue* and *Vogue Casa*. *Vogue* has a very interesting site, too.

ACTIVITIES

1 Fill in the table with information from the text.

	Elle	Harper's Bazaar	Vogue
Editor			
First issue			
Origin			
Circulation			
Countries/languages			
Website			

2 Translate the following words into Italian.

- 1 Editor
- 2 Entertainment
- 3 To showcase
- 4 Portfolio
- 5 Overseas
- 6 Fictionalised

3 Here is a list of the typical parts or contents of a magazine. They can be categories including specific information. What kind of information would you expect to find on each of them?

- Cover (photos, main headings)
- Features
- Fashion
- Style
- Shop
- Talking Points
- Beauty & Health
- Theatre, Music, Travel, Books, Movies
- Editor's Letter, Contributors, Diary, Letters from Readers

4 Cut out some examples of pages from famous fashion magazines. Analyse them, see what they contain, then answer the following questions.

- 1 What is the function of these pages?
- 2 What are the differences between them?
- 3 What do they focus on?
- 4 How are things advertised/explained/shown?
- 5 Why do you think magazines select items for the readers?

5 Which magazine or section do you prefer and why? Talk to a partner.