



VOGUE:



- Published monthly by Condé Nast, 1916 to present.
- Set edition: July 1965
- Price: 3 shillings (36 old pennies)
- Women's magazines became very popular in the post-war period and, in the 1960s, sales of women's magazines reached 12 million copies per week.

Current magazine: <http://www.condenast.co.uk/vogue/>

Women's fashion magazine: monthly 'glossy', high production values, aspirational .

Primarily focused on fashion and style – beauty and design, also cultural focus (theatre, books etc.).

The set edition includes a range of articles about travel, money etc. – features of broader lifestyle.

Industry research task:

Condé Nast - <http://www.condenastinternational.com/heritage/history/>

- Is the publisher a large/mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

History of Vogue:

Task: Watch the following video clip: <https://goo.gl/UTVcmv>

Identify:

- What makes the Vogue brand unique?
- How has the brand changed over time?
- What changes in particular occurred in the 1960s?
- Discuss how the context of the 1960s is evident in the set magazine.

Research Task:

Access the following websites:

<https://goo.gl/CEyf4x>

<https://goo.gl/xtHMez>

<https://goo.gl/WELQPc>

Summarise the key points relating to why Vogue has **attracted and maintained an audience** for over 100 years.