

VOGUE US SUSTAINABILITY CAMPAIGN

# VOGUE

## GONE GREEN

FIGHTING CLIMATE CHANGE ONE  
COVER AT A TIME

BRYNN FANTUZZI

[WWW.VOGUE.COM](http://WWW.VOGUE.COM)



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# EXECUTIVE SUMMARY

To effectively prepare for the release of Vogue U.S.'s first compostable issue, its public relations team recommends increasing the publication's commitment to sustainability beyond its print materials. The public relations team introduces Vogue Gone Green, a three-monthlong campaign to define and solidify Vogue's role in the fashion industry as a sustainable print news source. As the conversion to all-natural print materials will reduce Vogue's carbon footprint, the campaign will spread awareness on climate change throughout the fashion industry.

Beginning June 1, Vogue will partner with supermodel Bella Hadid, actress Emma Watson and singer Pharrell Williams in its efforts to spread awareness on sustainable practices and climate change. These celebrities will use their social media platforms to post content consisting of sustainable and eco-friendly brands, activities and clothes, while using the hashtag #VogueGoneGreen on a weekly basis. Throughout the campaign, Vogue will target American citizens who are interested in fashion, beauty, lifestyle, runway and culture, along with extending to those who support the fight against climate change and are interested in eco-friendly, sustainable products. To appeal to this extended audience, Vogue plans to partner with climate change organizations such as the Clean Air Task Force, Carbon180, and the Sunrise Movement Education Fund. Through these partnerships, Vogue will host the Gone Green Gala to raise money to fight climate change. The event, set to take place June 20 during the summer solstice, will feature sustainably sourced makeup and clothing brands and an exclusive guest list. The campaign will conclude with the release of the September issue Aug. 25.

In launching Vogue Gone Green, Vogue will establish itself as a sustainable fashion publication, while also leading by example and paving the way for others in the fashion industry.

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**VOGUE**



# FUNDING LETTER

Contact: Anna Wintour



Beginning in June, Vogue U.S.'s public relations team wishes to officially launch the publication's sustainability campaign, Vogue Gone Green, to fight climate change throughout the fashion industry. Through the campaign, the team plans to pursue environmental initiatives by promoting sustainable fashion and lifestyle practices and spreading awareness on climate change. Vogue Gone Green, accompanied by a social media campaign, includes partnerships with celebrities and climate change organizations and features a sustainable gala. The campaign will overall work to reduce the fashion industry's contribution of carbon emissions into the Earth's atmosphere, while also establishing Vogue as a leading sustainable publication.

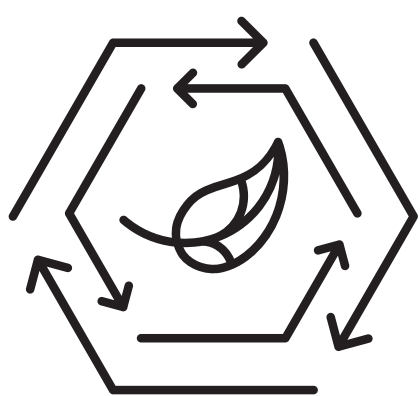
The public relations team recognizes that the fashion industry is one of the leading contributors of carbon emissions in the world every year. However, with the launch of Vogue Gone Green, the fashion publication will lead the fashion industry toward a more sustainable future. By promoting sustainable fashion, lifestyle and business practices, research has illustrated that organizations improve brand image and competitive advantage, increase productivity, decrease production costs, reduce waste and strengthen relationships with shareholders by increasing overall profit.

In order to achieve these outcomes, Vogue Gone Green requires a budget of \$3,818,000 to cover its social media campaign, partnerships and gala costs. The public relations team requests that Vogue executives financially support the magazine's journey in becoming a leading sustainable publication as its campaign will implement new eco-friendly practices and limit its industry's contribution to climate change.



# CAMPAIGN ISSUES STATEMENT

As a top fashion magazine publication, Vogue U.S. produces 12 issues a year, distributing tens of thousands of copies annually. As our world progresses into another year, it is confronted by more pressing problems of climate change. Sustainability, especially in the fashion industry, has become increasingly more prominent over the years. In 2021, companies and brands are making the effort to reduce their carbon footprint and become as sustainable as possible. With climate change becoming worse, our world and its top businesses and corporations need to take action and set a greater example on how to appropriately fight climate change and support our Earth. Thus, Vogue's public relations team proposes that the U.S. publication converts its printed issues to compostable materials with naturally colored ink. All magazines are currently recyclable, but not compostable. Also, according to National Geographic, more than 40% of plastic is used just once. By using recyclable materials, magazines cannot break down and are not reused if they are thrown away and not properly recycled, leaking plastic and toxins into the environment. To avoid this issue, Vogue U.S. will convert to compostable materials beginning September 2021, as this month is known for hosting the publication's most important issue of the year. This conversion to natural materials would help fight against the global challenge of climate change, while also exploiting an



opportunity to set an example for other major publications that utilize plastic, toxins and excess energy in their production.

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**VOGUE**



# SWOT ANALYSIS

## STRENGTHS

- Vogue has continually ranked as a top 10 fashion and lifestyle magazine as it is known for its distinctive photographs and, high editorial quality that features sophisticated and revolutionary covers
- The magazine works with the top photographers, stylists, hair and make-up artists and set designers in the international industry, always produces unique pieces and has power gained over a long history to lure the most interesting creatives
- Vogue is highly influential in the fashion industry and to its readers with the support of 18 countries, giving it more credibility due to its ability to expand culturally
- The magazine covers fashion, lifestyle, culture, beauty and runway, making it a versatile news source
- Vogue has previously featured issues revolving around sustainability and how to create a sustainable wardrobe and lifestyle

## WEAKNESSES

- Vogue does not have a strong track record on addressing environmental issues, which can lead to consumer backlash as customers are now considering environmental protections an essential part of doing business
- Vogue is coated in plastic and uses synthetic materials, such as brightly colored inks, to achieve shininess and color, which are all toxic to the environment
- Vogue magazines are recyclable, but not safely compostable; therefore, the copies contribute to environmental pollution and massive landfill crowding if not appropriately discarded

## OPPORTUNITIES

- Convert Vogue to completely sustainable and compostable materials by using paper, naturally colored ink and no glossy finish
- Incorporate more sustainable brands and lifestyle strategies into every monthly issue
- Take accountability for fashion's impact on the environment by creating events and fundraisers to raise money in support of climate change organizations and fund new magazine materials
- Partner with climate change organizations, such as the Clean Air Task Force, Carbon180, and the Sunrise Movement Education Fund, to raise awareness to a broader and greater audience, especially across the fashion industry

## THREATS

- The initial conversion to compostable materials and naturally colored ink is expensive and not all editions will be able to afford the change
- Vogue's brand image will drastically change from its famous high quality coated magazines to compostable materials that do not use plastic, potentially leading to a decrease in readership
- Digital magazine publications are more convenient than print magazines, and they are accessible through mobile and portable devices





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# DESIRED OUTCOME

In launching this campaign, Vogue U.S. will have redefined its role in the fashion industry as a sustainable print news source by completely converting into a compostable magazine, using non-plastic materials and naturally colored inks. The first compostable print will launch as Vogue U.S.'s September 2021 issue, as its September issue is the most important issue of the year. By becoming 100% compostable, Vogue will rebrand itself from glossy plastic print to an environmentally safe, natural and compostable magazine.

# TARGET AUDIENCE



For this campaign, Vogue U.S. will target American citizens who are interested in fashion, beauty, lifestyle, runway and culture, along with those who support the fight against climate change and are interested in eco-friendly, sustainable products. Vogue's current target audience are affluent, self-confident women and men with a higher education. However, this campaign will extend to individuals who practice sustainability in their everyday lives. Vogue will continue to feature celebrity endorsements among its cover photos to maintain consumer attraction.



# CAMPAIGN OUTLINE

## OBJECTIVE 1

Spread awareness of the new sustainable material in which Vogue U.S. is utilizing in the production of its magazine.

## STRATEGY

Use influencers/celebrity endorsements to promote Vogue's new sustainable efforts.

- Specifically, Vogue U.S. will work with supermodel Bella Hadid, actress Emma Watson and singer Pharrell Williams in showcasing its sustainable social media campaign. Hadid is a highly influential figure with a spiritual, down-to-earth background and history in supporting sustainable brands. Watson has an Instagram account of her sustainable high fashion journey with details behind all her clothing, while also advocating for all things sustainable in fashion and beauty. Lastly, Williams is a partner in Bionic Yarn, a company that uses recycled materials from marine plastics. These three celebrities all have a passionate background in sustainability and align appropriately with the campaign theme.





# CAMPAIGN OUTLINE

## TACTIC

Bella Hadid, Emma Watson and Pharrell Williams will use Instagram and Twitter to promote Vogue's sustainability campaign.

- The influencers will post content on both platforms consisting of sustainable and eco-friendly brands, activities and clothes that only use naturally colored ink and nonplastic materials, remaining in line with the magazine, while using the hashtag #VogueGoneGreen. This content captures and supports the efforts of sustainability while spreading awareness to wider and larger audiences.

## OBJECTIVE 2

Promoting awareness within the fashion magazine publication industry.

## STRATEGY

Partner with climate change organizations such as the Clean Air Task Force, Carbon180, and the Sunrise Movement Education Fund.

## TACTIC

Raise money for climate change organizations by hosting a large social event, similar to the Met Gala, in New York City, that only features sustainable makeup and clothing brands, along with a sustainable green carpet.

- Create an exclusive guess list of top celebrities and leaders of climate change organizations
- Guests pay \$30,000 per entry with all proceeds donated to climate change organizations





# CAMPAIGN OUTLINE



## BUDGET

Celebrity Endorsements	Three celebrities, \$33,000 each per month, three months	\$297,000
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Social Media Campaign	Three-monthlong funding of content creation, social engagement, paid advertising and data analytics for \$7,000 per month	\$21,000
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Gone Green Gala	Venue in New York City, accommodating 600 people	\$3,500,000
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**ESTIMATED TOTAL  
CAMPAIGN BUDGET: \$3,818,000**



# CAMPAIGN OUTLINE

## TIMELINE

### June

- Campaign begins
- Vogue U.S. announces campaign on all social platforms June 1
- Celebrity endorsements begin posting on Instagram and Twitter with #VogueGoneGreen June 1
- Vogue U.S. posts once a day with #VogueGoneGreen on each platform every day of the month
- Vogue hosts Gone Green Gala June 20



### July



- Vogue U.S. posts once a day with #VogueGoneGreen on each platform every day of the month
- Celebrity endorsements continue to post #VogueGoneGreen content on social accounts
- Emma Watson appears on "Planet Vogue" podcast

### August

- Vogue U.S. posts once a day with #VogueGoneGreen on each platform every day of the month
- Celebrity endorsements continue to post #VogueGoneGreen content on social accounts
- Vogue U.S. compostable September issue releases on Aug. 25
- Celebrity endorsements and Vogue social accounts stop sharing #VogueGoneGreen content Aug. 25
- Campaign concludes Aug. 25





# CAMPAIGN OUTLINE

## EVALUATION



The success of Vogue's sustainability campaign is dependent on publicity by top news sources, including the New York Times and Washington Post, an increase in audience engagement regarding follows, likes, comments and shares on social media, and donations surpassing \$200 million as a result of the gala. By gaining publicity, building a greater online audience and raising money to donate to climate change organizations, Vogue is taking action in the fight against climate change by increasing awareness on the issue, as well as the significance of sustainability.






# VOGUE INTERNAL NEWSLETTER



## **Vogue US Embarks on New Sustainable Journey**


As a top 10 fashion publication, Vogue U.S. is taking on the responsibility of reducing its carbon footprint and spreading awareness on climate change in the fashion industry, as the industry is responsible for 10% of annual global carbon emissions, stated the World Bank. Leading up to the release of Vogue's first compostable issue at the end of August, the publication will launch a three-monthlong campaign to define its role in the fashion industry as a sustainable print news source. The magazine will solely utilize compostable, non-plastic materials and naturally colored inks to eliminate its addition of waste and toxins into Earth's environment and atmosphere. The campaign is set to begin June 1, along with its social media campaign. Vogue is partnering with supermodel Bella Hadid, actress Emma Watson and singer Pharrell Williams in its efforts to spread awareness of the new sustainable materials in which Vogue U.S. is utilizing in the production of its magazines. Hadid, Watson and Williams will use their highly influential platforms, Instagram and Twitter specifically, to post content consisting of sustainable and eco-friendly brands, activities and clothes, while using the hashtag #VogueGoneGreen.





This content is meant to capture and support sustainable efforts while spreading awareness to wider and larger audiences. Vogue will continue to target American citizens who are interested in fashion, beauty, lifestyle, runway and culture, but also those who support the fight against climate change and are interested in eco-friendly, sustainable products. The company is expanding its target audience from affluent, self-confident women and men with a higher education to individuals who practice sustainability in their everyday lives.

Vogue's sustainability campaign will also strive to promote awareness in the fashion magazine publication industry. It will partner with climate change organizations such as the Clean Air Task Force, Carbon180, and the Sunrise Movement Education Fund. Through these partnerships, Vogue will host a social event, the Gone Green Gala, to raise money to fight climate change. The event will feature sustainably sourced makeup and clothing brands, an exclusive guest list and a \$30,000 entry fee with all proceeds donated to climate change organizations. The gala is set to take place on the evening of the summer solstice, June 20, the theme behind the event. Taking after the Met Gala, the extravagant, yet sustainable event will strive to surpass \$200 million in donations. The campaign concludes with the release of the September issue on Aug. 25. Vogue is determined and ecstatic to establish its role as a sustainable fashion magazine publication, while also leading by example and paving the way for others in the industry.





# PODCAST

WEDNESDAY 'S AT 7 A.M. EST

# PLANET VOGUE

FEATURING EMMA WATSON

## Podcast Transcript:

**Brynn:** Hi everyone. Welcome to the first episode of Vogue's new podcast, "Planet Vogue," where you can expect the latest updates and stories on all things fashion, beauty, lifestyle, culture, runway and more. In the latest news, Vogue has officially launched Vogue Gone Green, its sustainable three-monthlong campaign leading up to the publication's official transition to compostable magazines, where it plans to combat climate change one cover at a time.


Through this campaign, Vogue is taking on the responsibility as a top 10 fashion publication to reduce its carbon footprint and spread awareness on climate change in the fashion industry. Until the release of its first compostable issue at the end of August, the publication will work to redefine its role in the fashion industry as a sustainable print news source. The magazine will solely utilize compostable, non-plastic materials and naturally colored inks to eliminate its addition of waste and toxins into Earth's environment and atmosphere.

Today, as our first special guest, we have the face of Vogue's very first compostable magazine, the award-winning actress and sustainability enthusiast, Emma Watson. Hi Emma, how are you today?





**Emma:** I'm great, thank you so much for having me. This is such an honor!



**Brynn:** Of course, it's our pleasure. As a publication, we have acknowledged and admired your efforts in confronting environmental issues, and we would like to know what sustainability means to you?

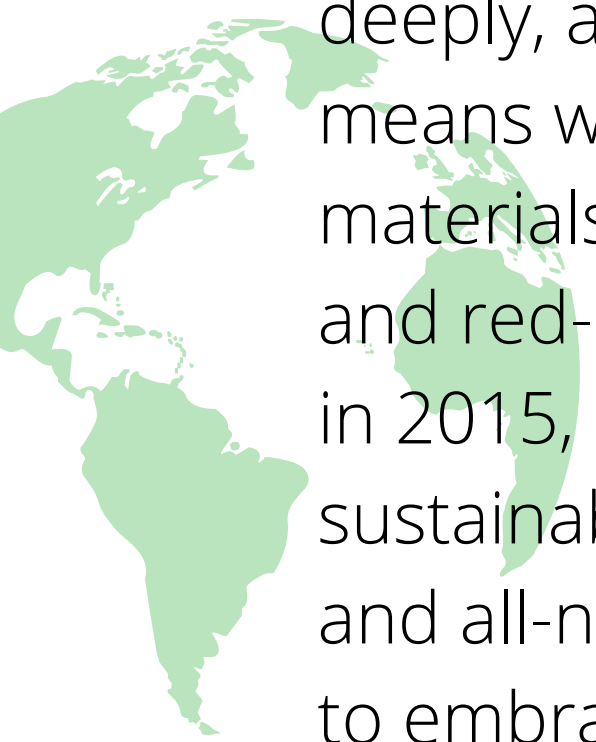
**Emma:** Well, I understand sustainability as the interrelationship between society and community, the economy and the environment. Issues of justice, fairness and equality are key to what sustainability means, whether we're talking about environmental justice and the fashion industry's impact on our planet, or workers' rights and the impact on families' abilities to support themselves. To me, sustainability is about the effects of today's actions on our shared future. Through my work, I hope to influence the decisions that will impact future generations and the world that we leave them.

**Brynn:** Wow, thank you for sharing. Vogue is thrilled to work with someone as devoted and passionate as yourself. How did you become involved initially in sustainability?

**Emma:** I've been interested in sustainability in fashion as early as 12 years old. Specifically, at school I took an interest in Fair Trade fashion and renewable energy sources under the supervision of a really inspiring geography teacher. This eventually led to a trip to Bangladesh in 2010 with sustainable brand People Tree. There, it became clear to me that sustainability in fashion is a critical issue, especially given how the industry can have damaging impacts on the environment, on workers' rights, and on animal welfare.

**Brynn:** Emma, I think it's safe to say you inspire us all. Here at Vogue, we applaud your Instagram account featuring eco-friendly high fashion, your acceptance into the sustainability committee at Kering, your partnership with Good on You and more. Would you mind sharing your journey with sustainability?





**Emma:** I would be happy to. I have always valued the Earth and its beauty deeply, and I decided to work with brands that represent these values. This means wearing labels that work with zero-waste factories, ethically sourced materials, and that maintain a commitment to being cruelty-free. For events and red-carpet appearances, I committed to the Green Carpet Challenge back in 2015, agreeing that every single piece I wear on the red carpet would be sustainable. Since then, I have only worn gowns made from recycled, organic and all-natural materials. For these looks, I request pieces that push designers to embrace a green sensibility or I'll opt for vintage. My Instagram, @The\_Press\_Tour, features all these sustainable high fashion looks, sharing the labels of eco-friendly brands I have worn. As for my new position at Kering, I have joined the sustainability committee to help brands like Gucci and Balenciaga minimize their environmental footprint by becoming carbon neutral. Also, as for the app, Good on You, which rates brands on their sustainability efforts, I have spoken on behalf of the platform about the importance of sustainability in fashion. I believe we can all play a part in driving fashion to be more sustainable and ethical by choosing to wear clothes from labels that embrace transparent, creative and innovative production methods, and by re-wearing, recycling, swapping and thrifting clothing.

**Brynn:** Thank you for all your hard work and dedication to making the Earth a better, safer and cleaner place. You are proof that celebrities can align their ethics with fashion statements.

**Emma:** Thank you, Brynn. This work feels more vital than ever, and I am extremely grateful to be able to join these efforts, putting my support behind groups that are demonstrating they take sustainability seriously.

**Brynn:** Of course. As for your latest efforts, I understand you are now a partner in the Vogue Gone Green campaign. How do you feel about being on the cover of Vogue's first compostable issue?





**Emma:** I am ecstatic to say the least. I could not be prouder to work with a publication that values our Earth and the importance of sustainability as much as I do.

**Brynn:** We are happy to have you, Emma. So, what do you think about the conversion from an iconic glossy cover to naturally sourced materials for Vogue? Some believe it will diminish our brand image. What do you think?

**Emma:** I believe this cover will be a pivotal change in our industry, influencing other major publications and brands to become more eco-friendly. This conversion of materials, along with your campaign to spread awareness on sustainable fashion and lifestyle practices, directly faces the global challenge of climate change, while also exploiting an opportunity for other major publications to follow. I truly believe the September issue will inevitably spark change throughout the fashion industry, especially to all the publications that utilize plastic, toxins and excess energy in their production.

**Brynn:** Exactly. Vogue is determined to establish its role as a sustainable fashion magazine publication, while also paving the way for others in the industry. Emma, how does your role in Vogue Gone Green extend beyond being on the cover of our first compostable print?

**Emma:** My partnership includes social media collaborations on both Instagram and Twitter. You can follow my sustainable summer with Vogue through the hashtag, #VogueGoneGreen. I will be providing sustainable fashion and lifestyle tips daily with this hashtag for followers and viewers to take part in Vogue's sustainable journey alongside me. Followers can expect sustainable label features, ways to sustainably shop, trendy sustainable looks, Q&A sessions, giveaways and more.

**Brynn:** You have such an exciting summer ahead of you. When should followers be on the lookout?



**Emma:** Now! The campaign launched in the beginning of June and will conclude with the release of the September issue on Aug. 25.

**Brynn:** Thank you, Emma. Also, at the end of June, Vogue is hosting its first sustainable gala strictly featuring sustainably sourced clothing and accessories. I heard you will be attending the gala, is this true?

**Emma:** Yes, I wouldn't miss it for the world!

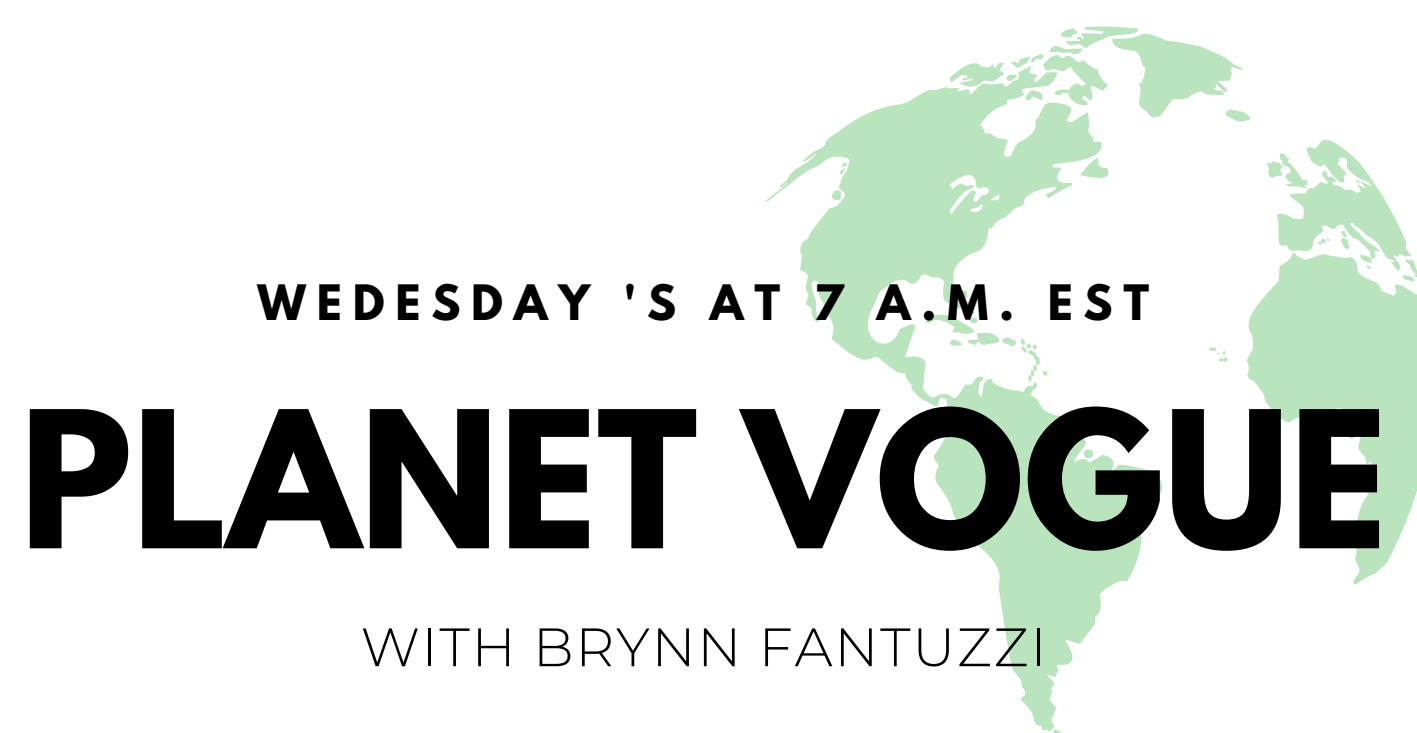
**Brynn:** Are you able to share any outfit details with us?

**Emma:** The only thing I can share is that it's a customized piece by Gucci made from used plastic water bottles.

**Brynn:** How fascinating! I know you will look divine. Well, I'll let you get back to your busy sustainable summer. Thank you for your time today, Emma. I have enjoyed every minute of it.

**Emma:** Absolutely no problem. Thank you for having me!

**Brynn:** Thank you for tuning into our first episode of "Planet Vogue." You can sit with us every Wednesday at 7 a.m. to discuss the fashion world's latest news. We look forward to speaking with you next week. Until then, stay safe and go green.





# SOCIAL MEDIA POSTS



**@VOGUEMAGAZINE**

## **CAMPAIGN ANNOUNCEMENT**

Caption: Vogue U.S. launches campaign to combat climate change and influence sustainability in the fashion industry. Follow #VogueGoneGreen to join Vogue's sustainable summer with features of sustainable brands, ways to sustainably shop, top sustainable looks, celebrity Q&A sessions, giveaways and more.



## **CAMPAIGN UPDATE**

Caption: Actress and activist, Emma Watson, wears sustainable Gucci gown, made from recycled water bottles, to the Gone Green Gala. Checkout #VogueGoneGreen for more breathtaking sustainable looks by luxury labels from the event.



## **CAMPAIGN COMPLETION**

Caption: Vogue releases its first ever compostable magazine for its September issue, featuring Emma Watson on its cover. Read the full issue: [www.vogue.com](http://www.vogue.com) #VogueGoneGreen





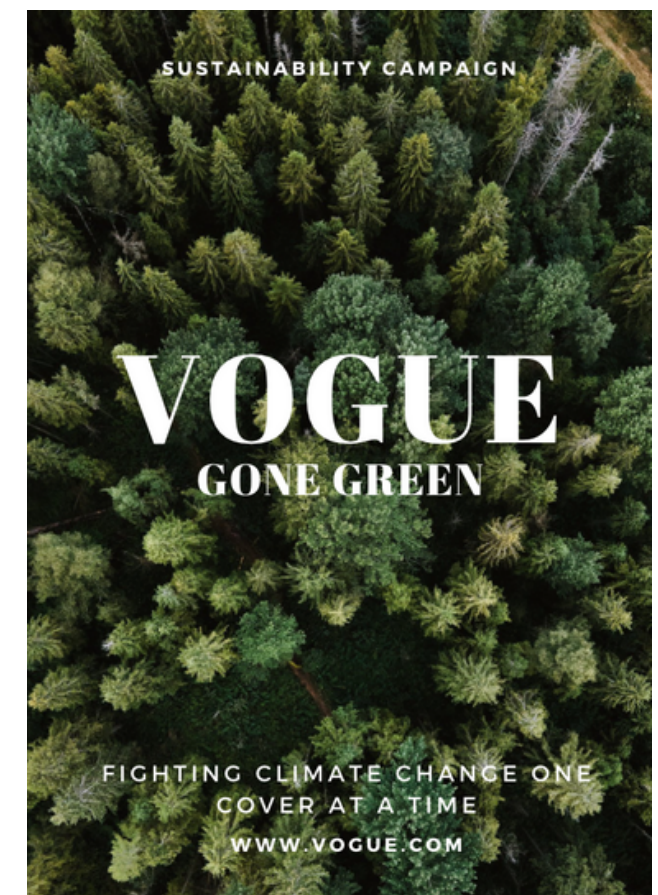
# SOCIAL MEDIA POSTS



@VOGUE

## CAMPAIGN ANNOUNCEMENT

Caption: Vogue officially launches #VogueGoneGreen, its sustainable three-monthlong campaign, leading up to the publication's official transition to compostable magazines, where it plans to combat climate change one cover at a time.



## CAMPAIGN UPDATE

Caption: Singer and fashion designer, Pharrell Williams, shares an inside look of his work at Bionic Yarn, a company that provides coastal and marine recycled plastic textiles. The fashion icon has recently partnered with several leading brands to release innovative products, including blue jeans. #VogueGoneGreen



## CAMPAIGN COMPLETION

Caption: Vogue's September issue is out now, featuring Emma Watson on the magazine's first compostable cover. Read the full issue: [www.vogue.com](http://www.vogue.com) #VogueGoneGreen





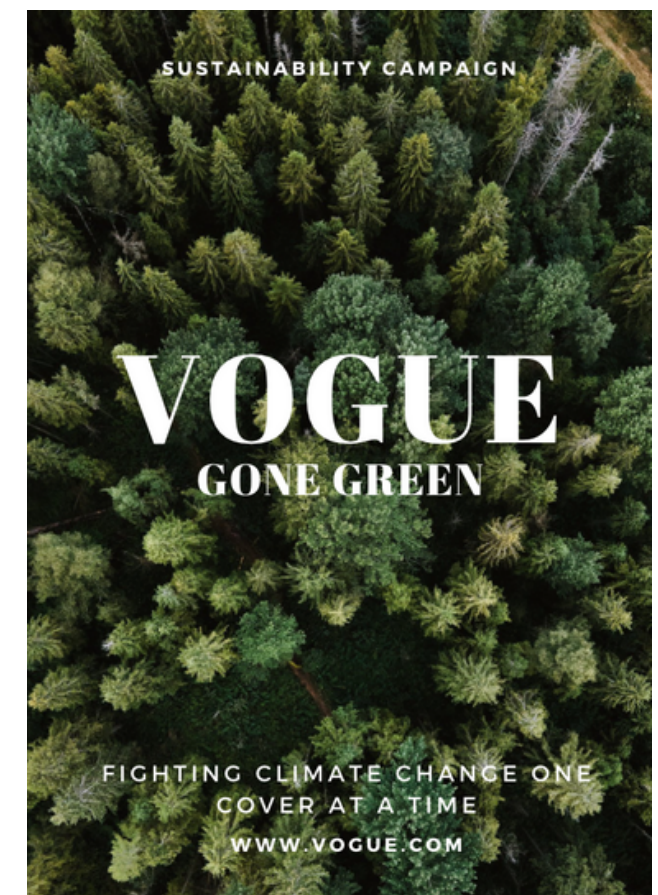
# SOCIAL MEDIA POSTS



@VOGUEMAGAZINE

## CAMPAIGN ANNOUNCEMENT

Caption: With the fashion industry being one of the leading contributors of carbon emissions in the world every year, it's time to take responsibility in leading our industry toward a more sustainable future. Follow #VogueGoneGreen for sustainable fashion, lifestyle and business practices all summer long.



## CAMPAIGN UPDATE

Caption: Model Bella Hadid is the queen of vintage, but it's not just her taste for pre-loved fashion that makes her an exemplary eco-conscious shopper. The model is known for supporting independent sustainable brands like Bode, Juliet Johnstone, Tank Air, Ninamounah and By Far to maintain a sustainable wardrobe. #VogueGoneGreen



## CAMPAIGN COMPLETION

Caption: Emma Watson earns the cover of Vogue's first ever compostable magazine this September after tirelessly championing sustainable fashion throughout her career. Read the full issue: [www.vogue.com](http://www.vogue.com) #VogueGoneGreen



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VOGUE



# SOCIAL MEDIA POSTS



@VOGUE

## CAMPAIGN ANNOUNCEMENT

Caption: Vogue is taking on the responsibility as a top 10 fashion publication to reduce its carbon footprint and spread awareness on climate change with the launch of its summer campaign, #VogueGoneGreen. Until the release of its first compostable issue at the end of August, the publication will work to redefine its role in the fashion industry as a sustainable print news source.

## CAMPAIGN UPDATE

Caption: Actress Emma Watson proved how fashionable sustainability can be as she collaborated with Eco Age and Gucci on making her outfit entirely sustainable for Vogue's Gone Green Gala, an event strictly featuring sustainable pieces and accessories. "Being able to repurpose this waste and incorporate it into my gown for the Gone Green Gala proves the power that creativity, technology and fashion can have by working together," shared Watson. The actress' gown was woven from three different yarns made from recycled plastic bottles. Check out #VogueGoneGreen for more of the event's one-of-a-kind looks.

## CAMPAIGN COMPLETION

Caption: Vogue's first compostable magazine is here, made from all-natural materials to prevent the addition of waste and toxins into Earth's atmosphere. Its September issue features the deserving actress and activist, Emma Watson, on the cover. Read the full issue: [www.vogue.com](http://www.vogue.com)  
#VogueGoneGreen





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# VOGUE

## MEDIA KIT



VOGUE

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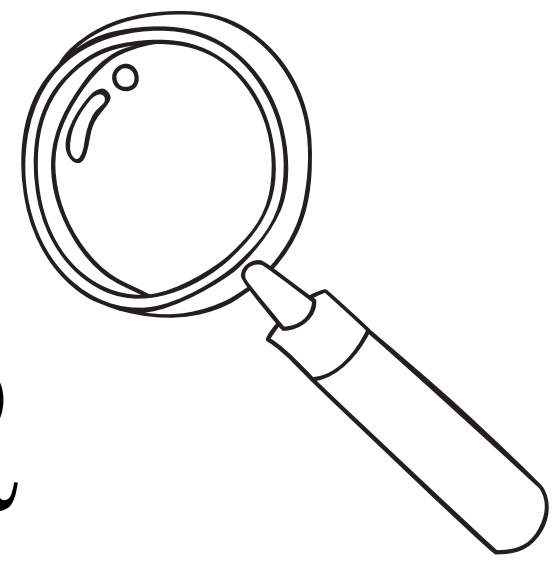
# PROFESSIONAL BIOGRAPHY

Brynn Fantuzzi is a fourth-year public relations student and Spanish minor at the University of Florida who utilizes her skills in Adobe Creative Cloud, Hootsuite, Google Analytics for Beginners, HubSpot, and NetSuite. She is also STAMP Certified Bilingual in Spanish with proficient reading, writing and speaking skills. Brynn is an ambitious learner who has filled her time at UF by committing herself to her studies and by expanding her knowledge and experience. She is involved in the Delta Delta Delta sisterhood, she funded and participated in Dance Marathon to benefit St. Jude Children's Research Hospital; she worked as a sales development intern at the Selling Factory and she has been a public relations assistant, a public relations director and a two-time assistant to the director of external affairs at Strike Magazine UF, where she is currently the external editor. With this creative experience, she plans to graduate and earn her Bachelor of Science degree in May 2022 and pursue a career in public relations within the fashion industry in New York City. With strong communication skills and a driven personality, she has built strategic partnerships with multiple businesses, has increased brand awareness and engagement rates across social media and facilitated staff professional development workshops on behalf of Strike Magazine UF. She is eager to apply this creative experience to her future career in public relations.





# COMPANY BACKGROUNDER



Vogue Magazine is an American monthly fashion and lifestyle magazine that includes fashion, beauty, culture, living and runway. The magazine was founded in 1892, originally as a weekly newspaper, by Arthur Baldwin Turnure, an American businessman, but then grew into a monthly magazine years later. The magazine publication now has 26 international editions across the world, including Vogue Arabia, Vogue Japan and more. Condé Nast, a large mass media company, bought Vogue in 1909, fueling the tremendous growth of the magazine while continuing to target an upscale audience. Today, Anna Wintour reigns supreme in the fashion industry as the editor-in-chief of Vogue who directs the magazine's focus toward accessible concepts of fashion for a wider audience.

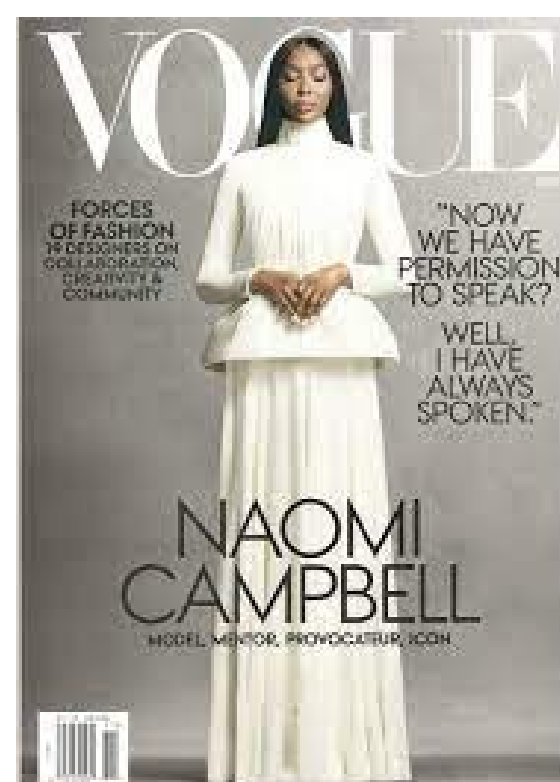
The publication has illustrated that the word vogue translates to style in French but means a million things in the fashion industry, as it encapsulates diverse beauty, style and culture. The publication claims to reach 11 million readers in the U.S. and 12.5 million internationally. In the year 2019, the magazine sold over 73.4 thousand copies between January and June 2019, stated an article by Statista. Vogue releases one issue a month; therefore, producing 12 issues a year. Every fall, the magazine releases its September issue, the issue known as the most important issue of the year as it “marks the end of summer and ushers in a return to life and routine for people” and “forecasts what's to come



in the rest of the year,” stated an article by Fashionista.

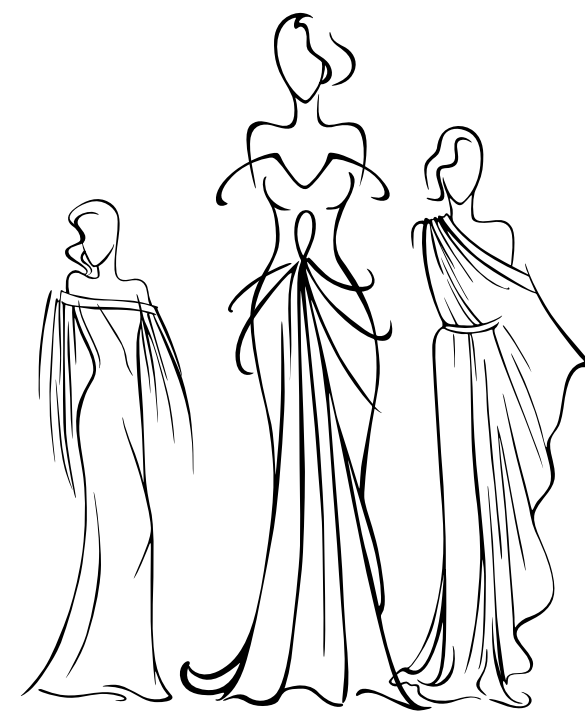
The monthly magazine goes beyond fashion content as it is involved economically, socially and politically around the world. The magazine donates large amounts to charities, hosts the annual Met Gala and has addressed cultural and political issues by supporting Muslim women and influencing presidential campaigns. The magazine is successful due to its ability to elevate the eye and the spirit of readers, and take readers somewhere special, shared the Washington Post. Evidently, the magazine’s history and efforts have ultimately contributed to its status as a top 10 fashion magazine.

Due to its popularity, uniqueness and high-quality content, Vogue magazines remain high in demand on a global level. The printing of magazines, especially glossy coated ones such as Vogue, has proven to have a negative impact on the environment. A Digital Commons article stated that research results “show that printed magazines use a massive amount of paper to produce millions of magazines and that the process of getting paper produces a large amount of carbon dioxide which is a greenhouse gas that helps cause global warming.” Vogue is contributing to the problem of climate change. As a large company and powerful force in the fashion industry, Vogue needs to take action beyond promoting sustainability within its issues and become sustainable itself.





# BOILERPLATE



## ABOUT VOGUE

Vogue is an American fashion and lifestyle monthly magazine based in New York City. The magazine extends to beauty, culture and runway, while also maintaining an influence in technology, politics, economics, music and social life. The publication is known as the fashion bible, as it immerses itself into the fashion world, providing readers with thought-provoking, relevant and influential material. Led by global mass media company Condé Nast and Editor-in-Chief Anna Wintour, Vogue has made its impact on a global level. The fashion magazine has over two dozen editions worldwide, defining the culture of fashion in 26 countries. In the U.S. specifically, Vogue has maintained an impressive total footprint. The fashion magazine has accumulated 11.1 million monthly readers, 13 million digital users and 52.7 million social media followers. With a great following, Vogue U.S. has earned the title of No. 1 fashion publisher on Instagram and YouTube. By continuing to produce unique pieces with the finest creatives in the fashion industry, Vogue maintains its place as a top 10 fashion magazine publication, influencing readers around the world with the latest news on fashion, style and contemporary culture.



# NEWS RELEASE

Financial Media News Release

Trade Publication: Forbes

Reporter: Larry Olmsted

## VOGUE

FOR IMMEDIATE RELEASE

Brynn Fantuzzi  
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## Vogue Funds Fight Against Climate Change

New Vogue campaign hosts sustainable gala to raise both money and awareness on pressing environmental issues

**GAINESVILLE, Fla., June 3** - With climate change on the rise, sustainability has become increasingly important in the fashion industry, as well as the economy. In recognizing the environmental risks facing Earth, Vogue U.S. has launched its sustainability campaign, Vogue Gone Green, to spread awareness on climate change and sustainable practices. Through Vogue Gone Green, the fashion publication is partnering with climate change organizations such as the Clean Air Task Force, Carbon180 and the Sunrise Movement Education Fund in organizing the Gone Green Gala to support the fight against climate change. The event will feature sustainably sourced makeup and clothing brands, an exclusive guest list and a \$30,000 entry fee with all proceeds donated to climate change organizations. Taking after the Met Gala, the extravagant, yet sustainable event will strive to surpass \$200 million in donations.

"We are excited to host such a unique, yet rewarding project," said Vogue Editor-in-Chief Anna Wintour, "It's time to take action in this industry, our future Earth depends on us."

Vogue acknowledges its responsibility as a leading fashion publication to influence readers, companies and individuals





of the fashion industry in combating climate change and taking part in creating a cleaner and safer Earth.

For more information about the Vogue Gone Green campaign, visit [Vogue.com](http://Vogue.com).

## ABOUT VOGUE

Vogue is an American fashion and lifestyle monthly magazine based in New York City. The magazine extends to beauty, culture and runway, while also maintaining an influence in technology, politics, economics, music and social life. The publication is known as the fashion bible, as it immerses itself into the fashion world, providing readers with thought-provoking, relevant and influential material. Led by global mass media company Condé Nast and Editor-in-Chief Anna Wintour, Vogue has made its impact on a global level. The fashion magazine has over two dozen editions worldwide, defining the culture of fashion in 26 countries. In the U.S. specifically, Vogue has maintained an impressive total footprint. The fashion magazine has accumulated 11.1 million monthly readers, 13 million digital users and 52.7 million social media followers. With a great following, Vogue U.S. has earned the title of No. 1 fashion publisher on Instagram and YouTube. By continuing to produce unique pieces with the finest creatives in the fashion industry, Vogue maintains its place as a top 10 fashion magazine publication, influencing readers around the world with the latest news on fashion, style and contemporary culture.

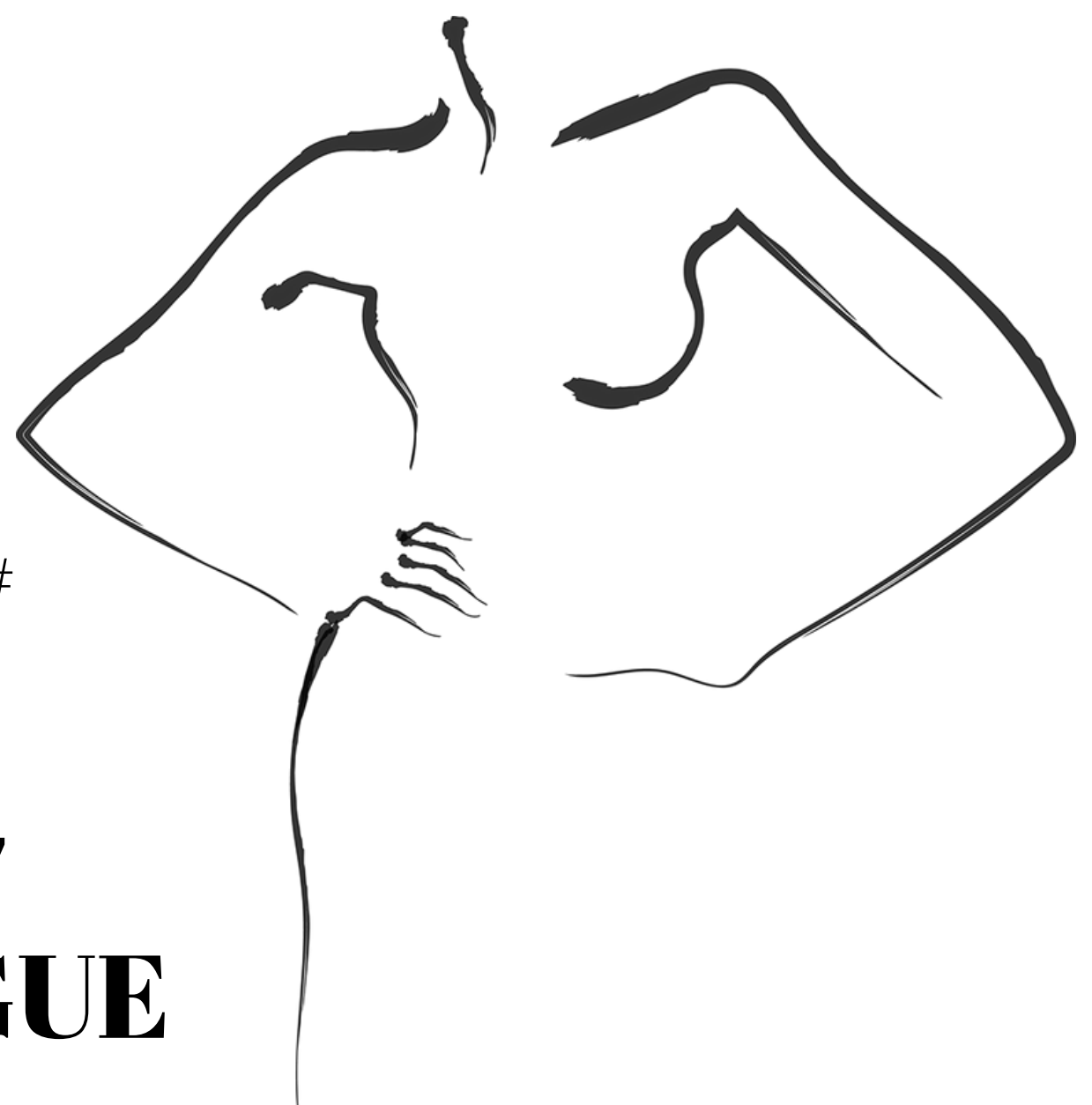
For more information, visit [Vogue.com](http://Vogue.com) and follow us on Instagram and YouTube.

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# NEWS RELEASE

Trade Media News Release

Trade Publication: Women's Wear Daily

Reporter: Misty White Sidell

## VOGUE

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## Vogue Goes Green

Top 10 fashion publication rebrands itself with new sustainability efforts

**GAINESVILLE, Fla., June 3** - As climate change increasingly becomes a more pressing issue, Vogue U.S. has committed itself to decreasing its carbon footprint and eliminating its contribution to plastic waste by converting its print magazine to compostable and natural materials. Along with this conversion, the fashion publication is launching a three-monthlong summer campaign, Vogue Gone Green. With new partnerships, a planned gala and a social media campaign on Instagram and Twitter, featuring Emma Watson, Bella Hadid and Pharrell Williams, Vogue is striving to influence sustainable efforts among its readers, print publications and businesses in the fashion industry. It will be releasing its first ever compostable magazine for its September issue on Aug. 25.

"The transition to compostable, natural materials is a pivotal change for our brand," said Vogue Editor-in-Chief Anna Wintour, "We have always been known for our vibrant glossy covers." The EIC recognizes the importance in contributing to the fight against climate change, even though it might risk changes in readership. The fashion publication is seeking to lead by example and inspire other printed publications to follow. "We plan to combat climate change one cover at a time," said Wintour.

Vogue is determined to establish its role as a sustainable fashion magazine

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## VOGUE



publication, while also paving the way for others in the industry. Follow Vogue in its fight against climate change through the hashtag, #VogueGoneGreen, all summer long.

For more information about the Vogue Gone Green campaign, visit [Vogue.com](http://Vogue.com).

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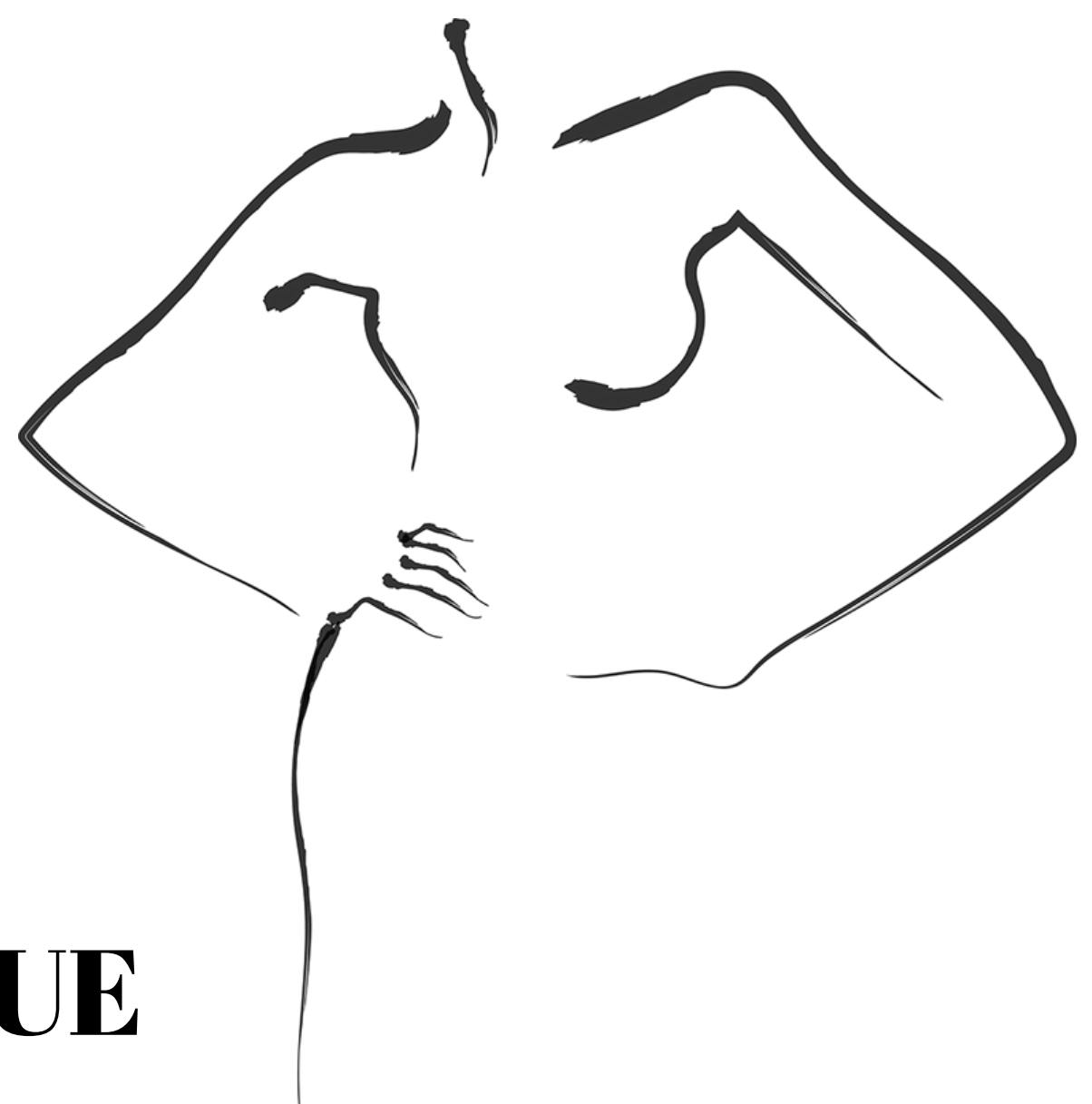
For more information, visit [Vogue.com](http://Vogue.com) and follow us on Instagram and YouTube.

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# PITCHES

## Trade Publication

Misty White Sidell  
Senior Reporter, Accessories & Fashion  
Women's Wear Daily WWD  
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(212) 213-1900

**Subject:** Does your magazine dissolve when you're finished with it?

Hi Misty,

With the release of the Vogue US September issue, readers can begin to recycle their copies in their own backyards. This fall, Vogue is officially establishing itself as a sustainable print news source by converting from a glossy plastic cover to a compostable magazine, using non-plastic materials and naturally colored inks. Due to your vast coverage on all things fashion, Vogue believes you will find great interest in covering the entirety of the Vogue Gone Green campaign, featuring sustainable fashion and lifestyle practices. Vogue Gone Green strives to influence sustainable efforts among its readers, print publications and businesses in the fashion industry through partnerships with climate change organizations, a sustainable gala and a social media campaign on Instagram and Twitter, featuring Emma Watson, Bella Hadid and Pharrell Williams. The campaign concludes with the release of Vogue's September issue Aug. 25. I will contact you in five days, regarding your decision to work alongside Vogue throughout the duration of the campaign and further details.

Best,  
Brynn Fantuzzi  
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# PITCHES

Financial Press

David Vetter  
Senior Contributor  
Forbes Media LLC  
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**Subject:** Invest in sustainability this summer with Vogue

Hi David,

Vogue recognizes your commitment to environmental challenges and sustainability as a top contributor to Forbes Sustainability. With this in mind, Vogue offers you the opportunity to collaborate with the Vogue Gone Green campaign, a three-monthlong campaign revolving around sustainable investing, retail and living. As a top fashion publication, Vogue wishes to provide you with the latest details on sustainable fashion and lifestyle practices to feature on the Forbes Sustainability channel. Through this campaign, the fashion publication strives to spread awareness on climate change and the power of sustainability. Vogue looks forward to working with you in the fight against climate change and will contact you in five days regarding further details on the campaign collaboration.

Best,  
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# PITCHES

## Social Media

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**Subject:** Vogue's first compostable cover requests Emma Watson

Hi Kevin,

For its September issue, Vogue US is requesting to feature your client, Emma Watson, on its first ever compostable magazine cover. With sustainability as both Vogue and Emma's core value, the publication believes her appearance would not only be suitable, but powerful and inspiring to readers and experts throughout the fashion industry. Along with its September issue, Vogue is launching a three-monthlong summer campaign, Vogue Gone Green, in its effort to spread awareness on climate change and influence sustainable fashion and lifestyle practices.

On behalf of Vogue, its public relations team offers you the opportunity to further Emma's sustainable efforts by participating in the Vogue Gone Green campaign. This partnership includes the feature of your client on Vogue's first compostable cover, an interview regarding her sustainable efforts, and a social media collaboration with @The\_Press\_Tour to showcase Vogue's Gone Green campaign. The campaign begins this month and concludes with the release of Vogue's September issue Aug. 25. I will check in with you in five days, regarding further details on Vogue's request for Emma Watson's availability in contributing to the campaign.

Best,  
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# FEATURE ARTICLE

The New York Times

Vanessa Friedman, Fashion Director and Chief Fashion Critic

## Vogue confronts climate change

The top fashion publication works toward a sustainable future

As the need to address climate change becomes increasingly urgent, Vogue US launches its sustainability campaign to combat the issue and influence the fashion industry along the way.

In the beginning of June, its campaign, Vogue Gone Green, came to life as the publication embarked on its journey toward a less toxic future and a more environmentally educated audience by switching to all-natural print materials and spreading awareness on environmental issues and sustainable strategies.


According to McKinsey & Company, the fashion industry was responsible for at least 4% of global greenhouse-gas emissions in 2018, more than the carbon output of the economies of France, Germany, and the United Kingdom combined.

“We realize the role we play as an influential print publication in the fashion industry,” said Vogue Editor-in-Chief Anna Wintour, “and we hope to lead by example in becoming more sustainable.”

As Vogue plans to fight climate change one compostable magazine cover at a time, NASA climate change scientist James E. Hansen supports the campaign in highlighting the fashion industry’s contribution to the severity of global warming.







On the industry's current path, emissions will still be rising 30 years from now, and the world will have long ago left behind all reasonable chances of preventing the irreversible tipping points in the climate system, according to Hansen.

"If climate change was an urgent problem in 1988, it's now an emergency," said the NASA scientist.

Hansen shares that the fashion industry would need to cut its global emissions to 1.1 billion metric tons of carbon dioxide equivalent by 2030 in order to meet the pathway to mitigate climate change set out by the Intergovernmental Panel on Climate Change and ratified in the 2015 Paris agreement.



"The fashion industry has to make great sacrifices in future production in order to see a reverse of the damage it's caused," he said.

Vogue acknowledges the gravity of global warming and has committed itself to directing the fashion industry toward a more sustainable future. Beginning this summer, Vogue Gone Green is partnering with Bella Hadid, Emma Watson and Pharrell Williams to influence sustainable fashion and lifestyle practices across Instagram and Twitter.

The celebrities will be providing daily sustainable fashion and lifestyle tips through the hashtag, #VogueGoneGreen, for followers to take part in Vogue's sustainable journey alongside them. Viewers can expect features of affordable and sustainable labels, ways to sustainably shop, trendy sustainable looks, Q&A sessions, giveaways and more.

"It's truly great to see such an influential publication take responsibility



and work directly with its audience,” said Hansen. “I believe this is an effective strategy; appealing to the people is when change begins.”

The scientist is confident that Vogue’s campaign will act as a catalyst in the industry’s transition to becoming more sustainable. With 11.1 million monthly readers, 13 million digital users and 52.7 million social media followers, Vogue has the ability to guide a massive audience in making eco-friendly decisions.

Hansen has agreed to oversee the publication’s operations and approve sustainable practices throughout the campaign and in Vogue’s future. The scientist is thrilled to partner with an organization that shares an equal passion in changing the world.

“We only have one Earth,” said Hansen, “Let’s take care of it.”

