



Jill Wanless

EDITOR, BRAND CONSULTANT,
FASHION STYLIST

📍 London, UK

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Languages

English (Native)

About

Proven success in conceptualising, developing and producing content to engage readers and build brand loyalty. Strong promotional, problem-solving and collaborating abilities who is passionate about delivering high quality work. Offering 30 years of wide experience in the style industry with contacts across both luxury and high street and a history of high performance.

BRANDS WORKED WITH

- Clique
- ELLE GIRL
- HELLO! FASHION MAGAZINE
- IPC Media Group
- Minx Magazine
- Y&R Agency

Experience

● EDITOR

HELLO! FASHION MAGAZINE | Apr 2014 - Dec 2023

- Developed and launched the glossy fashion title in the UK in 2014, building the brand to success on the newsstand. It is currently one of the top 3 best selling fashion titles.
- Oversaw all content and headed up a team of 12. Very hands on role; managing work flow, a tight budget, flat planning, ideas and planning, commissioning shoots, sourcing talent for covers, editing and proof reading copy, editing imagery and working closely with the art director to constantly deliver fresh and engaging content. Developing and implementing new franchises and templates to elevate the magazine and grow readership loyalty.
- Worked closely with the commercial team on partnerships for luxury and high street brands including Chanel, Dior, Louis Vuitton, Messika, Van Cleef & Arpels, Jimmy Choo, De Beers, Tiffany & Bulgari. From concepting to final execution, providing fully integrated creative solutions.

● EDITORIAL DIRECTOR

Y&R Agency | Jan 2007 - Jan 2018

Employed one day per week in the office at the advertising agency. Working across their fashion accounts with the wider creative, planning and account management teams. From pitch ideas to strategic planning to developing editorial content for brands. Commissioning talent and influencers. Advising on tone of voice, styling, visuals and direction to elevate their online and social platforms.

● EDITOR

Clique | Apr 2013 - Apr 2014

Developed and launched the monthly magazine with tech entrepreneurs using cutting edge watermarking to allow readers to scan fashion and beauty images and shop straight from the printed page. Edited all editions of the magazine and worked across affiliates, advertising, commercial partnerships and video content.



● ASSOCIATE EDITOR

IPC Media Group | Aug 2006 - Jan 2013

Joined LOOK magazine at the research and development stage and continued at the helm of the fashion and beauty teams from launch in 2007. The weekly title quickly established itself as Britain's biggest selling fashion magazine selling over 1 million copies per month. As well as editing content for print and online I worked across brand building and revenue driving projects. Highlights included producing the LOOK show, a bi-annual catwalk show partnered with 15 high street retailers and the development and launch of our own beauty range.

- **Fashion Stylist & Art Director**

| Aug 2000 - Aug 2006

Set up my limited company and freelanced for various magazines including Elle, Sunday Times Style, The Guardian Weekend, Marie Clare and Grazia as well as commercial clients across fashion and interiors, advertising, celebrities and video.

- **CONTRIBUTING FASHION EDITOR**

ELLE GIRL | Oct 2001 - Sep 2004

Freelance fashion editor working 3 days per week on the younger sister title of UK Elle. Concepted, produced, styled and art directed fashion and celebrity shoots here and abroad. Compiled, wrote and styling trend and shopping pages.

- **FASHION EDITOR**

Minx Magazine | Aug 1996 - Jul 2000

Styled fashion and celebrity shoots, compiled and wrote fashion news, trend and still life shopping pages. Commissioned teams of high quality photographers and hair & make-up artists to work across shoots.

Education & Training

1996

- **London College of Fashion**

BA Honours Degree 2.1 Fashion Promotion & Journalism,

1990

- **London College of Fashion**

Higher National Diploma Fashion Promotion & Styling,

1988

- **Newcastle College of Art**

Btech National Diploma Fashion Design,