

10 habits of highly successful people.



Anna
Wintour



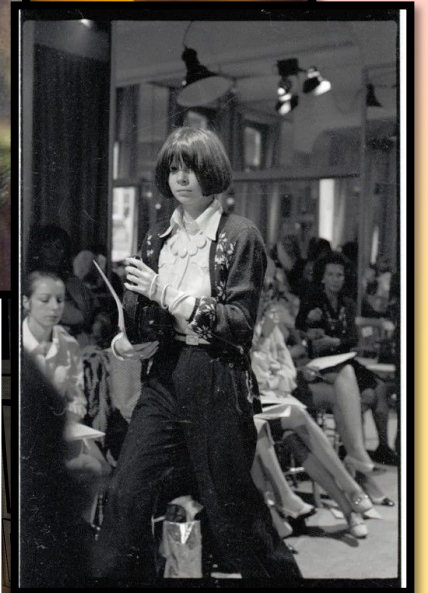
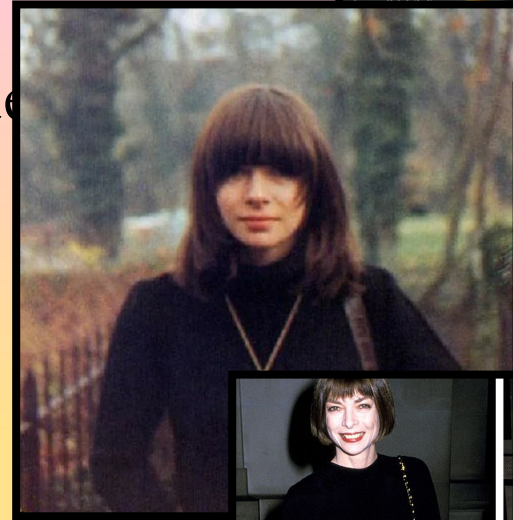
Хайрулина Карина

□ born in a family of journalists – ability

□ Anna wasn't afraid to defend her opinion – confidence

□ She knew what the customers wanted – intuition

□ At a young age, without education, she became a deputy editor - talented





In 1980, Wintour settled in the new edition of Savvy as a fashion editor. A year later, she was offered the same position in New York Magazine. Anna, who has had a professional flair since her youth, started working in 1985 and immediately revolutionized – she fired half of the staff, began to master the subtleties of magazine production. In 1988, Grace Mirabella left the post of editor-in-chief of US VOGUE, and a new queen and iron lady of gloss, Anna Wintour, ascended to the throne.

- She created a unique kind of glossy press – a fashion magazine that not only highlights trends in clothing, but also accompanies a series of photos from fashion collections with meaningful, slightly ironic texts.
- For the first time, she began to place photos of "stars" of show business on the first cover, replacing models with them.
- Instead of the traditional photos of skinny blondes of model appearance, I began to use photos of women of different types of appearance.
- She proclaimed the mixing of high design style and mass market as fashion, placing on the cover a photo of a model in cheap jeans and a top decorated with precious stones.
- She introduced the shooting of fashion collections in avant-garde styles of photography, for example, recreating Impressionist paintings, and attracting young talented photographers.
- He has been editor-in-chief for 34In 2003, Anna Wintour was awarded a fashion Oscar for her great contribution to the development of fashion.
- In September 2004, Anna Wintour presented the





purposefulness



Confident



Self-discipline



Industriousness



Self-development



Perseverance