

Lynn Yaeger's Reshaping the Industry

Confidence and Boldness May Be Lynn's Secret to Success

Lynn Yaeger, fashion editor for Vogue.com, writer for Vogue and former fashion reporter is commonly known to be an eccentric, amazing personality. She is regularly featured in The New York Times, The Wall Street Journal, The New Yorker, Vogue, as well as plenty more magazines. She is notorious for having a powdered face, dark cupid's bow lipstick, and a self-chopped flaming red bob. Influencing multiple designers, such as Marc Jacobs with her unique style and becoming a fashion muse for future collections; Lynn states that she's dressed up like this her whole life, why stop now?

"As fearless with her words as she is with her fashion" stated BoF about the designer. While studying political economy in New York, Yaeger stated that she used about half of her student loans to buy six french dresses in order to look and feel confident while she studied. Working to repay the loans, Lynn got a part-time job in a customer service position at The Village Voice where she worked for roughly three decades. After approaching the fashion editor in hopes to write for their fashion pages she would start writing her ideas on a notepad, being easily disposable thinking the boss would never like them; come to find out she got published in no time.

With that being considered as her first break in writing, her next "big break" didn't wait long to come. Lynn's second piece she had ever written was a humorous article about packing for Europe. It grew quick attention from the editor-in-chief of Cosmopolitan who bought the article for themselves while questioning who the mysterious writer was. Pushing to the next big step for Lynn who wasn't even considered a writer at the time.

One of Lynn's New York magazine show reviews went viral hitting Internet headlines, writing on Tom Ford. "What eminent designer puts what seems like 150 looks on the runway — bottom-grabbing pencil skirts; tiny purple Floradora dresses — and forbids photography (apparently to lend an air of exclusivity, but in this case, maybe to protect his reputation) and emerges on the runway at the end of the show, then stands around with a bunny-in-the-headlights look in his eyes, waiting for a standing ovation that never comes?" which brought appreciation and light to the writer's tough truth.

One of Lynn's more recent articles included her top five pandemic essentials to dress. She begins by describing how we all feel about the pandemic, not good. Yet still having an uplifting mood about the future in fashion, whether done with a matching mask or not. Then going into detail for each item and why they may be important for you to have the perfect blouse for Zoom calls, boots for stepping out, or cozy essentials so you don't miss home too much.. Her work gives variety and passion in storytelling while including a fun, personal tone containing top fashion and jewelry news.

One article from Vogue leads with "If You Love Fashion, You Don't Stop Loving It in the Face of Adversity" where Lynn kicks off by reminiscing on the memory of ironing her skirt the morning of 9/11 and going to work as her normal schedule. She then went on to a more recent event which involved the pandemic and staying in. She explains that whether she's dancing around her house in the middle of the day or on a Zoom call with friends, Lynn plans to stick to her usual style while everyone else can lounge around in a robe. Inspiring those to stay stylish and positive during troubling times, embracing the beauty and personality behind her writing.

Throughout over seven hundred articles, one of the writer's favorite columns includes a publication of the past year's September Vogue print. The article presented a deeply personal connection to Lynn as it examines and discusses a condition called prosopagnosia, also known as facial blindness. This condition has affected Yaeger since she was a child, having difficulty recognizing faces without clues; which may create obstacles in her profession. "I do think that it contributed to my fascination with clothes, that I was like studying the other clues about people." Lynn stated.

Having more of an expansive view on fashion and wanting to see the industry grow more diverse, she's received multiple awards and honors over years, becoming an industry icon. Firstly, in 2008 she was awarded first place in the National Society of Newspaper Columnists' category of humor writing. Lynn also received the CFDA Media Award in 2019; an award presented to writers, editors, and photographers who have made a lasting impact on the fashion world. Lynn wants to see the fashion world become more diverse, in an interview on cfda, she stated "Really mean it when you say you are open to all kinds of fashion - how private school kids customize their uniforms, how trans kids look amazing with no money, how trends and ideas drift up from the street and onto the runways, rather than the other way around."

Yaeger's character traits go beyond writing articles, she's made many, many fashion friends along the way. Vogue asked a few friends of Lynn to write letters to her.. Including Anna Sui, Mikey Boardman, Molly Goddard, Michael Musto, Meredith Melling and many more to have written these letters of love to Lynn. Many reminisced on shopping adventures and flea market trips with the writer, along with plenty other memories, while some even just listed what they loved about Lynn herself. Ruth Chapman closed out her letter with "Please never change."

"I always say that I would rather spend a week at Rikers Island or the hospital than do Fashion Week. Don't you think it's like school? It's sort of divided up into periods and it has mean girls and you go from one class to another. It's the worst."

- Lynn Yaeger, New York Observer, 2009.