

Written by Interview by Corbin Chamberlin

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As director of public relations for *Teen Vogue* and Style.com, Eleanor Banco plays the role of party planner, product pusher and image keeper of the two fashion-media empires. Banco is responsible for keeping the public image of publications as glossy as the pages it is printed on. "I am responsible for the image of the magazine," she says. "I work to promote *Teen Vogue's* covers, feature articles and editors to members of the press." As you would imagine, working at *Teen Vogue* and Style.Com would demand a character of incredible fashion sense. Banco does nothing to dispel that comment with her impeccable taste. What I love most about Banco's style is her fabulously-frivolous accessories. Before landing at Conde Nast, Banco worked with fashion PR legend, Paul Wilmot. Her previous employer (the legend, himself) had this to say about Banco: "She worked with us for a number of years before moving over to Conde Nast. She is smart, industrious and wholly likable."



**Describe your responsibly as PR director for *Teen Vogue*.**

In basic terms, I am responsible for the image of the magazine. I work to promote *Teen Vogue's* covers, feature articles and editors to members of the press (print, online and broadcast). I also work with the publishing side of the magazine on their advertiser initiatives, added value events, pop-up shops, etc. A big part of my job is handling large-scale events for the magazine such as *Teen Vogue's* Annual Young Hollywood Party, Fashion's Night Out and *Teen Vogue's* Fashion University. We also recently published a book called "The Teen Vogue Handbook" which was wildly successful, and Amy Astley and I went on an international tour.

**You have fantastic style. What is your must-have fall/winter item?**

A shearling coat. I have my eye on Burberry Prorsum.

**What is the best part of your job?**

I love hearing that the styles and looks we're putting together in the magazine are setting trends. That young people rely on our pages for inspiration and that people get energized by clothing and fashion. Our demographic is so responsive so it's a really rewarding position to be in, to know that our staff are true role models. In addition, I naturally enjoy fashion and appreciate seeing designer items first, hearing about breaking news and attending previews

**When your not at 4 Time Square, where can we find you?**

I'm usually here and there. When I'm not traveling for work, I'm usually traveling for pleasure. Most recently to Capri and Nantucket and Montauk in the summer. I like to be on the go.

**If you had to wear one designer for the rest of your life, who would it be?**

One designer is extremely difficult. I would say Lanvin.

**With the launch of the violently successful "The Teen Vogue Handbook" and Teen Vogue U, what's next for *Teen Vogue*?**

Lots of projects! We're exploring more television show angles, we have a line of bedding coming out for the holiday's and we're busy reprinting "The Teen Vogue Handbook" for international edition.