

COSMOPOLITAN
CELEBRATING
40 YEARS OF
Sexy

Bronwyn McCahon

Mia Freedman

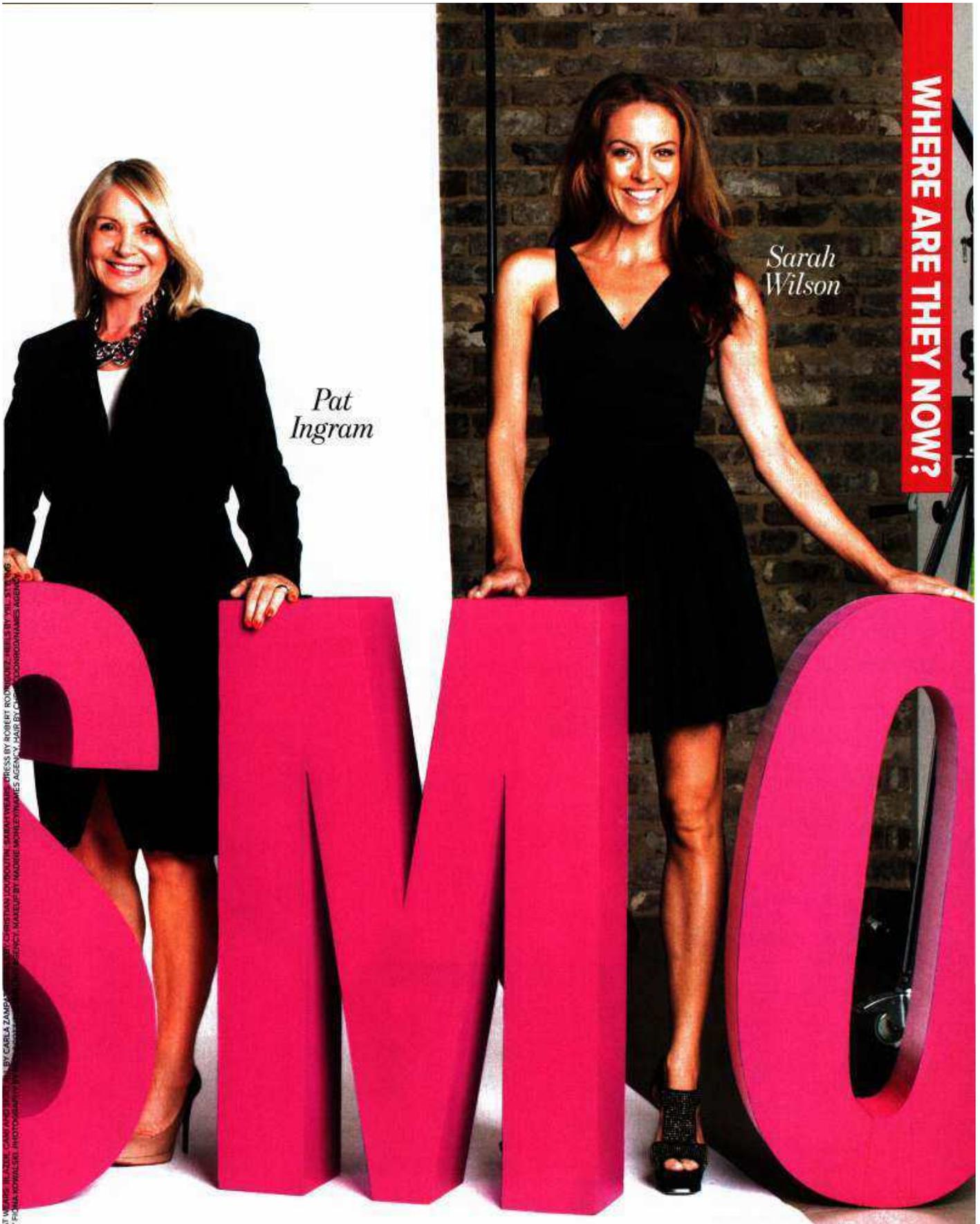
THE EDITORS

*Meet the women who steered
Cosmo through four decades
of love, sex, fashion and more*

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PHOTOGRAPH BY MICHAEL LINDEN





*Pat
Ingram*

*Sarah
Wilson*

WHERE ARE THEY NOW?

AT WORK: INGRAM: GARY LANGRISH; WILSON: CHRISTIAN LIZARDINE. STYLING: ROBERT RODRIGUEZ. HAIR: YVES SAINT LAURENT. MAKEUP: MADONNE MOCHERLAIN. JEWELRY: ASHLEY L. CASAR. STYLING: COGNAC/ANNAMIE AGENCY



Sylvia Rayner

Editor: 1973 - 1988

WHERE DO YOU LIVE NOW? We have a beautiful 18th-century house in Provence, in the south of France. We come to visit Australia regularly, and also the UK.

WHAT HAVE YOU BEEN DOING SINCE COSMO? Being lazy! I sometimes write children's stories and poetry – purely for relaxation. There are lots of things to do here: music, opera, theatre, painting and sculpture. In summer, the towns have wonderful arts festivals. We also travel a lot. I love Europe, South America and New York, and other parts of the US.

WHAT WAS YOUR PROUDEST MOMENT AS EDITOR? Seeing the first issue on my desk in May 1973. We launched the mag with such a tiny staff – only five including myself – and a tight deadline. We were so excited when we saw it and even more excited when it sold out.

WHAT WAS REVOLUTIONARY ABOUT THE MAG DURING YOUR EDITORSHIP? *Cosmo* was revolutionary in the fact that it was the first magazine (originated by

Helen Gurley Brown in the US) to speak about a woman's life and openly discuss her sex life. Men are an integral part, but we encouraged women to get on with their own lives. We aimed to help girls make the most of themselves in every way – sex, careers, health, fashion and beauty – with some good profiles, reads and fiction thrown in.

WHO WAS YOUR FAVE COVER GIRL? OR WHO WAS THE "IT" GIRL DURING YOUR EDITORSHIP? There were lots of favourites over those years – Deborah Hutton, Elle Macpherson, Terry Kaljo, Juliet Hawthorne, to name a few.

WHAT WERE THE STANDOUT FASHION TRENDS WHEN YOU WERE EDITOR? The trends were many and varied. Hot pants, bell-bottoms, platforms, off-the-shoulder blouses and floaty skirts, wrap dresses, miniskirts, coloured tights, suits with pointed toes and high spiky heels and shoulder pads (my own favourite). Evenings were knock-out glamour. The black satin tuxedo was one of the best.

BEST CAREER ADVICE YOU'VE BEEN GIVEN? The best advice I was ever given was by my then-managing director, the late Roger Wood: "If they let you down once, they'll do it again. Get rid of them." My best piece of career advice is: "Don't worry about the competition. Put your blinkers on and do the best possible job you can." It always wins in the end.



CAREER TIMELINE

- Started journalism career at 18.
- Employed as a copywriter in a large advertising company.
- Moved to England and "sweet talked" her way into a fashion publicity role at Harrods, where she stayed for two years.
- Returned to Sydney to become a fashion publicist at David Jones.
- Fashion editor of *Woman's Day*.
- Became the very first editor of *Cosmo* Australia in 1973.

Pat Ingram

Editor: 1988 - 1996

DAY JOB NOW: Editorial director of *Sunday Life* at Fairfax Media.

WHERE IN THE WORLD ARE YOU? Mostly in Sydney, partly in Vanuatu, where I have a home.

WHAT HAVE YOU BEEN DOING SINCE LEAVING COSMO? I was editorial director then publishing director of ACP Magazines [now Bauer Media] Women's Lifestyle Group, which included *Cosmo*. In total, my association with the magazine lasted over 30 years.

PROUDEST MOMENT AS EDITOR? When Aussie *Cosmo* had its highest sale ever, Hearst international boss George Green flew over from New York to take all the staff to Hayman Island for a weekend to celebrate.

ANY DISASTROUS MOMENTS? When I approved a TV commercial that [late ACP boss] Kerry Packer hated. I endured his wrath for over an hour, expecting to be fired.

CAREER TIMELINE

- Journalism cadetship in NZ; reporter at *The Dominion Post*.
- Moved to Australia and into magazines (*Woman's Day*).
- Joined *Cosmo* at launch in 1973; features ed and deputy ed for the next 10 years.
- Editor, *Good Housekeeping*.
- Back to *Cosmo* as editor.
- Editor-in-chief of *Cosmo*.
- Group publisher of ACP's Young Women's Titles.
- Publishing director, ACP's Women's Lifestyle Group.
- Started own consulting company in 2009.
- Currently editorial director of *Sunday Life*.

FAVOURITE COVER GIRL? It was the supermodel decade. I loved Claudia Schiffer and Cindy Crawford.

DID YOU MAKE REVOLUTIONARY CHANGES? I gave the magazine a more Aussie feel, and modernised the design. Mine was the "have-it-all" era, so we went more feminist and career-oriented, without losing the signature *Cosmo* girl glamour.

WHAT'S THE BEST CAREER ADVICE YOU'VE EVER HAD? Always surround yourself with the best talent you can find (John Alexander). And always be darling (Helen Gurley Brown).

STANDOUT TRENDS WHEN YOU WERE EDITOR? Neon, blue jeans, hippie chic... Then designer dressing crept in (YSL, Chanel, Armani) and black really was the new black.

IF YOU COULD ONLY WEAR ONE BRAND, WHAT WOULD IT BE? Carla Zampatti in Australia and Bensimon in Vanuatu.

PAT WEARS: DRESS BY CARLA ZAMPATTI. MIA WEARS: DRESS BY DANIE VON FURSTENBERG



Mia Freedman

Editor: 1996 - 2005

DAY JOB NOW: Publisher/editor of mamamia.com.au and ivillage.com.au.

WHERE IN THE WORLD ARE YOU? Sydney, Australia.

WHAT HAVE YOU BEEN DOING SINCE COSMO? I've had two more babies (fell pregnant with my first three months into the job); spent seven disastrous months as a TV executive; and retreated to my lounge room to launch Mamamia in 2007. We now reach 1.2 million Aussie women every month.

PROUDEST MOMENT AS EDITOR? The work I did around body image. I started using a variety of models and readers, and we committed to using women of all shapes in every issue.

ANY DISASTROUS MOMENTS? We did an "Oral Sex Lessons" sealed section, which got us pulled off the shelves in Coles and Woolworths. It became a huge story in the media, and I had to do loads of interviews to explain myself.

FAVOURITE COVER GIRL? [*Big Brother* star] Sara-Mariel Even though this cover was hugely controversial because it was a "double" cover with Britney Spears on the other side, I adored it.

DID YOU MAKE ANY REVOLUTIONARY CHANGES? Well, I chucked out diets and I brought in a diversity of models. In my first

couple of issues, I also chucked out sex! What a mistake that was. It was back in faster than you can say "kamasutra".

BEST CAREER ADVICE YOU'VE BEEN GIVEN? You often need to have a really shit job to recognise a really great one when it comes along. Just like you need a terrible relationship to work out what you don't want in a guy.

STANDOUT TRENDS WHEN YOU WERE EDITOR? Sequins, hipster pants, cargo pants with heels, boot-cut jeans, cowboy boots worn with dresses...

IF YOU COULD ONLY WEAR ONE BRAND, WHAT WOULD IT BE? Sass & Bide, with a dose of Sportsgirl.



CAREER TIMELINE

- Studied communications at uni, and lasted a year.
- Started work experience at *Cleo* aged 19.
- Became *Cosmo* editor at 24.
- Seven-month stint as a TV executive, at age 35.
- Launched mamamia.com.au in 2007. ▶▶

Sarah Wilson

Editor 2005 - 2007

DAY JOB NOW: Blogging and writing. And I'm currently working on setting up a new online program.

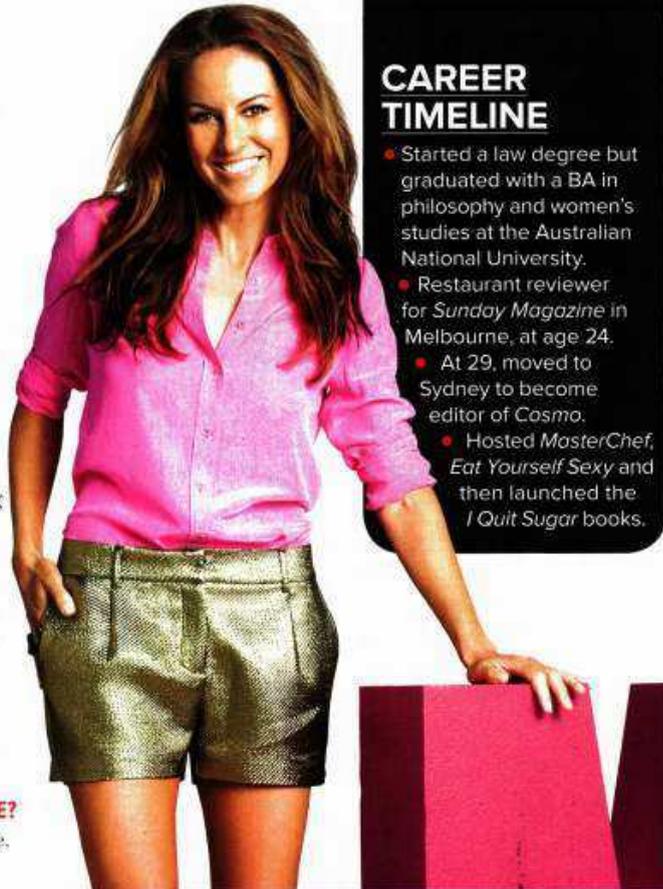
WHAT HAVE YOU BEEN DOING SINCE COSMO? I wrote for *The Daily Telegraph* and *Sunday Life*; hosted *MasterChef*; joined LifeStyle YOU; then I focused on my *I Quit Sugar* program.

PROUDEST MOMENT AT COSMO? A toss-up between setting a Guinness World Record for organising the biggest bikini shoot in the world (on Sydney's Bondi Beach) and interviewing both John Howard and Kevin Rudd before the 2007 election in an effort to get women engaged in the issues of the day.

ANY DISASTROUS MOMENTS? A memorable baptism of fire was my first sealed section, "How normal is my vagina?" I had to confess I didn't know we had, um, *three* holes down there! Lord knows where I thought I'd been putting tampons.

FAVOURITE COVER GIRL? Jessica Simpson. She just radiated.

IF YOU COULD ONLY WEAR ONE BRAND, WHAT WOULD IT BE? Scanlan & Theodore. Their long styles suit tall chicks like me.



CAREER TIMELINE

- Started a law degree but graduated with a BA in philosophy and women's studies at the Australian National University.
- Restaurant reviewer for *Sunday Magazine* in Melbourne, at age 24.
- At 29, moved to Sydney to become editor of *Cosmo*.
- Hosted *MasterChef*, *Eat Yourself Sexy* and then launched the *I Quit Sugar* books.



Bronwyn McCahon

Editor 2007 - present

HOW LONG HAVE YOU BEEN AT COSMO? Over a decade (with a short interlude as editor of *Dolly*). I began as Mia's assistant and worked my way through the ranks.

PROUDEST MOMENT? Becoming editor. I've lived and breathed this magazine my whole life, as a reader and as its leader. *Cosmo* has an incredible history locally and globally - you could travel anywhere in the world and people speak *Cosmo*.

BIGGEST CHANGES YOU'VE SEEN? Being editor during the birth of social media has been interesting - and challenging. We're not only producing a printed product, we are also publishing online, Instagramming, Tweeting... When I first started, there were fewer magazines, the Internet was just becoming a thing, and there wasn't the huge proliferation of bloggers. That's all changed now, so we have to constantly evolve and tweak the way we do things.

FAVOURITE COVER GIRL? Beyoncé on this issue. She beams off the cover.

BEST CAREER ADVICE YOU'VE BEEN GIVEN? Be nice to the work experience kids - they could be your boss one day.

YOU'RE ONLY ALLOWED ONE BEAUTY PRODUCT TO USE EVERY DAY - WHAT IS IT? Klorane dry shampoo. **COSMO**

CAREER TIMELINE

- BA in Media Studies at the University of Queensland (but forgot to graduate).
- Moved to Sydney and started work at *Cosmo* as Mia's PA.
- Spent the next five years at *Cosmo* as production editor, then features writer, beauty editor and features editor.
- Landed the editorship of *Dolly* mag in 2005, at age 25.
- Returned to *Cosmo* as editor in 2007.