

New girls in pe ards...

Jessica Fellowes knows all about *Country Life*. The ex-deputy editor – and niece to Julian – tried to change its famous pin-ups



ASK AN ENGLISHMAN what his greatest fantasy is and you'll likely get one of three answers: a beautiful young woman, a huge house in the country or a faithful dog by his side (if not all three). So it shouldn't be surprising that a 119-year-old magazine that features all of these things prominently and on a weekly basis, should still be not only surviving but thriving. Its stated pillars – architecture and gardens – are, on the face of it, niche interests. Yet, its status is iconic all over the world. Only recently, I stepped into the library of an old club just off Fifth Avenue, New York, and the first thing I saw was the latest edition of *Country Life*.

Land of Hope and Glory has followed the magazine and its subjects for a year, hoping perhaps to discover what makes this anachronistic publication tick. I worked there as deputy editor from 2004–2008, and tried hard to find the answer myself. A young journalist at the time, I was brought in to modernise the magazine as the publishers (IPC Media, now Time Inc) feared that the growth of online property advertising might destabilise its main revenue – those glossy ads at the front of the mag that we all >

COUNTRY LIFE

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Miss Zara Phillips

Zara, daughter of The Princess Royal and Captain Mark Phillips, is engaged to be married to Michael Tindall, younger son of Mr and Mrs Philip Tindall of the West Riding, Yorkshire. They will be married on July 30 at Canongate Kirk in Edinburgh. She is pictured here with Storm, the Labrador.

Photographed by Kit Houghton

COUNTRY LIFE

AUGUST 14, 1971



THE ROYAL PRINCESS PRINCESS ANNE

ROYAL PIN-UP
The 21-year-old Princess Anne in 1971

COUNTRY LIFE

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Mademoiselle Zita d'Hauterville

Zita, aged 18, is the only daughter of comte Eric d'Hauterville and comtesse Isabelle de la Roche, both of Paris, France. Currently at school in the French capital, Zita also works as a model for Viva Model Management.

Photographed by Tim Griffiths at le Bot des Débutantes, Paris, France

COUNTRY LIFE

VOL CCIX NO 35, AUGUST 26, 2015



Miss Victoria Emslie

Victoria, aged 28, is the elder daughter of Dr and Mrs Alasdair Emslie of East Sussex. Educated at the University of St Andrews, Scotland, where she attained a Masters in Arabic and French, and the Royal Central School of Speech and Drama, London, Victoria appeared in *The Theory of Everything*. Later this year, she can be seen in *Downton Abbey* and Tom Hooper's biopic *The Danish Girl* and will launch her own online clothing boutique.

Photographed by Chris Allerton