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Meet the woman making China fashionable.

In just seven years since its launch, Vogue China has become a runaway success. Editor Angelica Cheung tells Clifford Coonan how she built a magazine for a new generation of women on the up.

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In China's fast-changing society, there are certainly challenges, especially for women trying to get ahead in a male-dominated society. But looking for the lifestyle to match the new-found wealth, China has certainly embraced Vogue magazine with a passion over the last seven years. With a readership greater than British, French, Italian and German Vogue combined, Vogue China has become a cultural phenomenon. [...]

Cheung believes the reason for Vogue's success is because it tries to be more than just a style bible - it offers a tutorial in how to be a modern woman. China's opening up to the world is only three decades old, which means that much of Vogue's readership is starting from scratch when it comes to understanding not just fashion, but the whole idea of being an independent woman. [...]

Business is one of the few areas where women are thriving, and Vogue is certainly appealing for a rapidly-growing sector of society. More than a quarter of the thousand richest people in the world are Chinese and it is forecast that by 2015 the Chinese luxury market will be worth £17bn.