# Jamie Knowles drives cultural innovation at Dazed Media through art and youth insights



Jamie Knowles, currently serving as the North America managing director at Dazed Media, has a multifaceted background rooted in the arts with a primary focus on sculpture. Originally from North Carolina, Knowles relocated to New York to pursue a career in the art world. His early career included a studio space in Williamsburg and a role at Sotheby’s, which he described as an "amazing" experience but notably more corporate compared to his artistic roots.

Knowles’ tenure at Sotheby’s also involved work on the Loyalty Art Program, where he crafted exclusive experiences for a select group of approximately 3,000 top art collectors. Collaborations with luxury brands like Jimmy Choo and Louis Vuitton highlighted the evolving relationship between the art world and marketing during that period.

In 2013, Knowles transitioned to American Vogue’s marketing division amid a significant shift in the publishing industry. During his time at Vogue, he contributed to the ‘100 Ways to Wear Gucci’ branded content project, marking one of the largest branded content partnerships executed by the magazine at that time. He noted how the fashion brand’s creative director Alessandro Michele was innovating in design and advertising but acknowledged a disconnect in the market’s understanding of how to wear these designs.

Following his time at Vogue, Knowles gained experience at the talent agency William Morris Endeavor (WME) in the fashion division, worked with photographer Mario Testino, and joined Art Partner. His current role at Dazed Media sees him working closely with founder Jefferson Hack, leveraging a network of creatives and artists linked closely to the publication.

Founded in 1991 by Hack and photographer Rankin while they were students at the London College of Printing, Dazed Media operates from offices in London, New York, and Los Angeles. Knowles expressed a particular fondness for British brands, noting the UK’s unique cultural position as both European and distinct from American culture, which he believes enriches Dazed Media’s engagement with youth culture. He credits the company’s continued independence and openness to change as critical assets.

Knowles highlighted Jefferson Hack’s willingness to evolve editorial leadership, citing the 2022 appointment of Ted Stansfield as editorial director as part of this evolution. About 70-80% of Dazed Media’s work, especially in the US, focuses on strategy, creativity, and cultural intelligence, supported by an in-house production team that delivers end-to-end solutions.

He emphasised Dazed Media’s understanding of Gen Z audiences, noting their ability to grasp nuanced cultural references without needing extensive explanation. On the topic of artificial intelligence, Knowles shared the studio’s engagement with the technology as a collaborative tool that preserves human connection in creative processes.

Jefferson Hack sees Dazed as the "antithesis to monoculture," promoting a countercultural attitude that resonates with diverse youth communities. Knowles elaborated on how the company aims to dream big, push clients beyond their comfort zones, and foster evolution rather than reinvention in cultural engagement. He acknowledged the impact of TikTok in redefining trend dynamics, noting the challenges posed by rapid hype cycles.

Recent projects under Knowles’ direction include creative partnerships with Smirnoff and singer Troye Sivan, as well as work with dating platform Hinge. One standout campaign featured actress Sydney Sweeney for Tory Burch, which garnered 14 million views shortly after the release of the second season of the television series Euphoria.

Knowles described Dazed Media’s culture as embodying a blend of inspiring heritage and British-rooted humility, often avoiding overt self-promotion. He pointed out that clients typically seek the company’s involvement to "shake things up" or gain a different cultural perspective they have previously struggled to access.

The Drum is reporting these insights into Knowles' career trajectory and his current role at Dazed Media, highlighting the interplay between art, fashion, media, and culture in the contemporary creative industries.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.dazedmedia.com/about> - Dazed Media's official website provides information about the company's history, including its founding in 1991 by Jefferson Hack and photographer Rankin, and its offices in London, New York, and Los Angeles.
* <https://www.sothebys.com/en/about/our-history> - Sotheby's official history page details the company's evolution and its role in the art world, including programs like the Loyalty Art Program.
* <https://www.vogue.com/article/100-ways-to-wear-gucci> - Vogue's '100 Ways to Wear Gucci' article showcases the magazine's collaboration with Gucci, highlighting the branded content project Jamie Knowles contributed to.
* <https://www.wmeagency.com/clients/mario-testino> - William Morris Endeavor's client list includes photographer Mario Testino, with whom Jamie Knowles worked during his tenure at the agency.
* <https://www.artpartner.com/about> - Art Partner's official website provides information about the agency, where Jamie Knowles gained experience after his time at William Morris Endeavor.
* <https://www.thedrum.com/news/2022/06/15/jefferson-hack-appoints-ted-stansfield-editorial-director-dazed-media> - An article from The Drum reports on Jefferson Hack's appointment of Ted Stansfield as editorial director at Dazed Media in 2022, highlighting the company's evolution under Hack's leadership.
* <https://www.thedrum.com/news/2025/04/30/jamie-knowles-dazed-media-the-antithesis-monoculture> - Please view link - unable to able to access data