

Fashion PR

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Goal:

- learn the best practices in fashion PR

Recommended literature:

- for a better understanding of the topic, please read the article: “Fashion PR 101: so, what do fashion publicists do?”

- It is available in electronic version:

- <https://www.prcouture.com/2010/04/fashion-101-so-what-do-fashion-publicists-do/>

Warming-up exercise

Tongue-twister

- How much wood would a woodchuck chuck, if the woodchuck could chuck wood? He would chuck, he would, as much as he could.





- Fashion PR targets editors, producers, reporters, and writers at influential mass media outlets like Vogue and Elle, but an increasing amount of fashion PR work focuses on bloggers, YouTube vloggers, and social media stars.

- Fashion PR is the promotion of clothing and accessory labels and brands through earned media channels - including broadcast, print, and online media outlets.

How fashion PR works

Celebrities play a key role

- As trend-setters, celebrities play a larger-than-life role in fashion PR compared to other industry sectors. While A-list celebrities get plenty of attention, emerging brands may develop a relationship with up-and-coming celebrities before they reach they big time.



High-profile events are important



- Especially for luxury or high-end items, fashion PR still revolves around high-profile events including the Oscars, New York Fashion Week, the Cannes Film Festival and other occasions where fashion takes center-stage. But in major metropolitan areas across the world.

Influencers wield their influence

- Whether you're sending influencers a product in exchange for a review (organic outreach) or paying them to write about your product (pay to play), influencers with devoted followings are key to spreading the word about your label.



Fashion PR best practices

Create a sense of exclusivity



- With the rise of e-commerce, thousands of brands now have the opportunity to sell clothing online. Major fashion weeks are being scaled back more and more as e-commerce dominates, giving your brand even less of a chance to get its name out there. Therefore, you have to work hard to use language that makes it sound like the reporter you're pitching is gaining access to an exclusive line millions of Americans are dying to get their hands on.
- Using exclusivity—one of the hallmarks of luxury fashion—will cause beauty editors and reporters to feel flattered enough to write a piece, while building your brand's image as high-end and coveted.

Take advantage of underutilized publications

- If you're only pitching reporters at Vogue and Elle, you're missing out on a huge chance to increase sales and get coverage. Pitching smaller publications with hyper-engaged audiences will allow you to access a market that's ready to buy—since the consumers that read the publications are fiercely loyal to them and take their recommendations as gospel.



The image shows a snippet of a Forbes article. At the top, there are navigation tabs: "Forbes", "New Posts" (with a sub-tab for "+27 posts this hour"), "Most Popular" (with a sub-tab for "Most Inspiring Companies"), and "Lists" (with a sub-tab for "The Forbes 400"). Below this is the author's profile for David DiSalvo, a contributor who writes about science, technology, and culture. The article title is "Why Working More Than 8 Hours A Day Can Kill You" in the "PHARMA & HEALTHCARE" category, dated 9/12/2012. Engagement metrics show 3.6k shares, 725 tweets, and 754 LinkedIn shares.

Drop big names and numbers into headlines

- Fashion and beauty editors receive thousands of emails from "up and coming" brands every day, and they use the headline to weed out which they should actually pay attention to. Therefore, you have to spend extra time crafting a headline so intriguing, reporters can't help but click. If any celebrity has worn your products from your line, namedrop them in the headline. If there are thousands of people on your waiting list, make that the focus. If there's no element to attract attention in the headline, your brand will be dismissed.

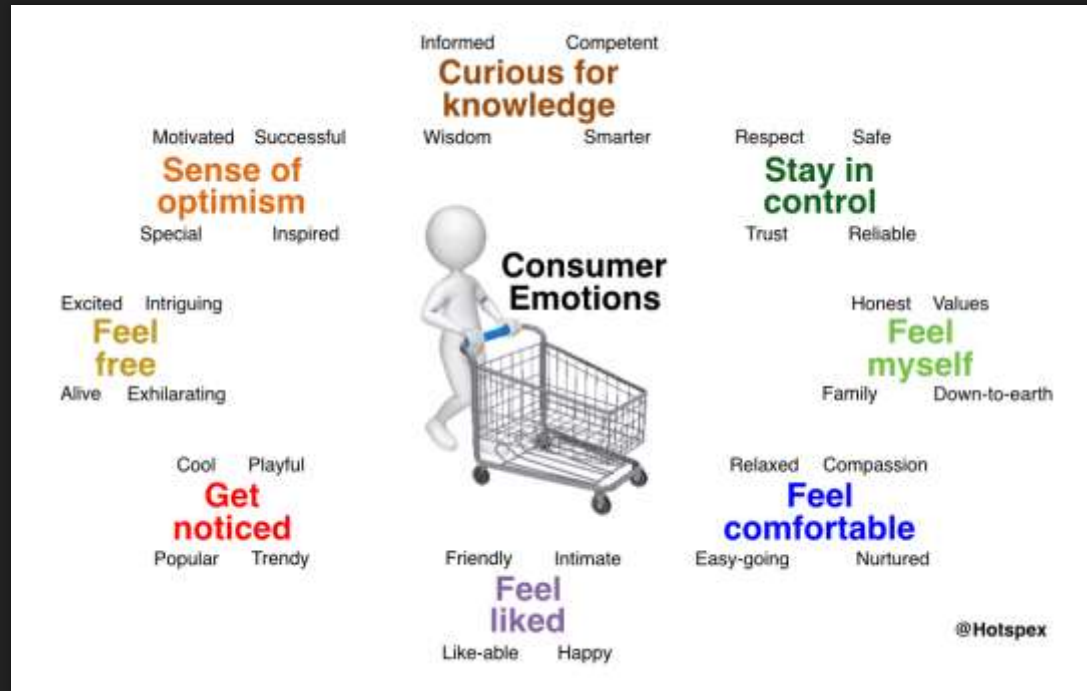


Infuse your pitch with urgency

- Fashion trends take months to cycle, so your pitch needs to convince beauty editors to cover your brand now rather than later. To create a sense of urgency, you can use the cultural calendar to create instant relevancy. Capitalizing on quirky holidays like National Dress Day on March 6 gives reporters a tangible reason to write about your product as soon as they open the email, while providing consumers with a fun excuse to purchase it.



How to impact a brand with fashion PR



- Failure to create a distinctive brand in the fashion industry will most certainly mean failure for your client. Fashion PR professionals promote not just the clothing itself, but the emotional benefit of what the clothing represents.
- Without a strong brand, it's difficult to attract fashion editors to write about your brand or particular collection. It is difficult to develop campaign ideas that will resonate with a brand's ideal customer base, if you have a strong brand in place.

Questions for control:

- 1. What is fashion PR?
- 2. How fashion PR works?
- 3. How to influence a brand with fashion PR?

Thank you for your attention!

Any questions?