



CISION®

2020 FASHION GUIDE

PITCHING KIT

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The most helpful thing PR pros can do is acknowledge the bizarre times we live in and continue forward. We don't have to dwell on the negativity of COVID-19 when we can explore solutions and ideas instead.

-Alex Harrell, *Mann Publications*

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Fashion month, like everything else, looks a little bit different in 2020. But fashion is adapting just like any other industry and pitching needs to adapt right alongside it. The good news is that best practices are still in play— alongside a little mindfulness of the situation we're all living through.

Want more resources on pitching? You can find tailored guides and more on our [Resources page](#).

How do you like to receive press releases?

I like to receive press releases via email, as I check that most often.

Do you have any advice for PR pros trying to pitch you?

Have a clear subject, address me by my first name, and in a few short paragraphs tell me about either their client or line they would like me to cover. I get pitched daily so unless it is clear and to the point I won't respond. Secondly, if I take a few days to get back to you, sending a follow up email is fine but please don't send me more than one.

Do you have any pet peeves when working with PR professionals?

I do have two: First, when professionals get defensive in emails and get upset when you don't respond back. If I don't respond it's not personal, it's just that your client or story isn't a fit right now. If it is in the future, I will get back to you. The second is when they send me information about their client for an approved feature and it is riddled with grammatical errors or is so unclear it's hard for me to write about. I know everyone is busy but taking those few extra minutes to read it through before sending it to me would help in getting the feature on your client/brand up faster.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

COVID-19 hasn't changed how I do my coverage, as all my coverage is done mostly online. It will sadly change how I can do coverage for events that were traditionally in person.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Look at my work before pitching me. We love covering new fashion lines as well as existing fashion brands that have new collections or concepts. If there are lines that have celebrities attached to them, we would also love to feature them. We have a YouTube channel too, so if we can cross promote with video content, we love to do that as well.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

Yes, with the pandemic going on right now I won't be coming up to NY as I normally do to cover fashion week in person. If you are having an event or media preview, please send the press release with images that I can use without having to pay any fee or royalty to use them for publication. I love to cover all brands from all over the world but if I don't know about an event in advance, I may not be able to attend. I would love to be notified at least two weeks in advance if possible so I can make sure I am free to attend your event.

**Alexandra Spirer**

Writer, *New York Style Guide*

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Alexandra Spirer is a writer for *New York Style Guide* and covers the fashion industry, fashion week, events and more. She also writes about women in business for *Authority* magazine. Read her thoughts on how to pitch her for the upcoming fashion season, what her pet peeves are when it comes to working with PR professionals, and more.





Brielle Galekovic

On-Air Host/Personality, Trend Expert

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Brielle Galekovic is an on-air host, trend expert and the founder of *The Gilded Bellini*. She has appeared on KTLA, *MORE FOX 5 Vegas*, *The CW Vegas*, *FOX 5 San Diego*, *CBS 5, Good Morning Arizona*, *The Huffington Post*, *Thrive Global* and *The F Word FOX* with Gordon Ramsay. She offers advice on pitching her fashion coverage in the middle of a pandemic, plus shares her grievances when working with PR.



How do you like to receive press releases?

Email works just great!

Do you have any advice for PR pros trying to pitch you?

Read my Cision profile. Do your research, but also think outside the box. I am certainly open to covering products or stories that don't necessarily align with what I typically cover. Sometimes I get random pitches that are a huge stretch and I wonder if they even remotely looked into *The Gilded Bellini* before pressing send.

Do you have any pet peeves when working with PR professionals?

Yes. I find that a handful will be very pushy in wanting coverage even when I am very transparent and say that what they are pitching me is not something I would cover or is relevant to anything I am working on. I love making genuine connections with brands and publicists. I used to work in PR so I completely understand the standards and time-sensitive requirements in order to secure hits for a client. But you don't want to come off the wrong way.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

The foundation of *The Gilded Bellini* is what I like to call "the brunching lifestyle" which simply emulates living an attainably fabulous life in a realistic way. Before COVID-19, I would go into different restaurants and shoot a high-quality episode of a brunch experience at a specific place. I would also highlight my outfit because what I believe also goes into the overall experience is your brunch attire. Now I must get creative in tying anything fashion related into what I am currently covering. I am always open to receiving fashion pitches, but just know that there may be a chance I can't cover it because it's something that wouldn't be relevant to the current situation.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Make sure that the pitch is relevant to the times and is relatable to a wide audience.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

I don't have any plans to, but I would love to cover it if it seems that it can truly align with my brand and can be relatable to my readers and followers.



Tomika Bryant

Style Influencer, Blogger at *Life in Pumps*

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Tomika Bryant is a professional fashion and travel blogger, freelance writer, brand advocate, speaker, and social media strategist living in the suburbs of Philadelphia. She has appeared on *Dr. Oz*, *The Q Show*, *Rachael Ray*, and has been featured in *Essence Magazine*. She launched *Life in Pumps* in 2017 and hosts “Tea Talk,” a live conversation about current events and topics that are important to busy families. She shares her advice for PR professionals trying to reach her community, as well as her thoughts on the fashion industry amid a pandemic.



How do you like to receive press releases?

I prefer to receive them via email with a subject heading that says Press Release as I catalog them to review at one shot.

Do you have any advice for PR pros trying to pitch you?

The best pitches are honest and to the point. Don't say that you have reviewed my content if you have not.

Do you have any pet peeves when working with PR professionals?

My biggest pet peeve is when they send a message and take longer than a few days to respond or offer you an item in the email only to respond back “no” when it is requested.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

My coverage has changed to include social distancing. I am respectful of wearing a mask and often will show it and my hand sanitizer. I am not expecting different pitches as people still have to wear clothes but make them thoughtful. For instance: don't mention vacation because most aren't ready to go on vacation.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

PR pros should be responsive and listen to journalists. We are responding to our audience and what they are saying especially in the Instagram Stories.

Do you plan on covering the upcoming Fashion Month, and if so what can PR pros do to help with your coverage?

Yes, I plan to cover upcoming Fashion Month, as everyone wants to know what trends to look out for. PR pros can provide timely information with easily accessible images, and any B-roll. In addition, offer collaborations that include try-ons where possible, and payment



Jan Correll

Editor-in-Chief, *Silver is the New Blonde*

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Jan Correll is the founder and editor-in-chief at *Silver is the New Blonde*, where she covers fashion and lifestyle for women over 50 and helps them celebrate aging. With a mission to empower women of all ages, and be their best selves, *Silver is the New Blonde* features style guides, fun mid-life musings, bold beauty, and fashion tips, all dedicated to bringing women together. Correll and her blog have been featured in *The New York Times*, *Glamour Italy* and other media outlets. Read her thoughts on working with PR and advice on how to pitch during COVID-19.



How do you like to receive press releases?

| Email works.

Do you have any advice for PR pros trying to pitch you?

| It would be great if they targeted who they marketed to.

Do you have any pet peeves when working with PR professionals?

| Non-response if I take the time to read the release and reach out.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

| I focus on fashion for ageless woman, skincare, makeup, and fitness — including staying active and ageless adventures.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

| Broad coverage of different priced brands. I think that people are not spending as much, and I find it difficult to pitch expensive lines these days when people are having a rough time.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

| I would like to via Zoom, or any other webcasts, which should be the new normal.



Karen Weiner Escalera

Editor, *MiamiCurated*

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Karen Weiner Escalera is a veteran PR professional and the editor of *MiamiCurated*, a site focusing on fashion, food, events and travel. Fluent in Spanish and English, Escalera is also a contributor to Spanish luxury lifestyle magazine *Luhho*. She offers her thoughts on how to work with PR, pitching in these uncertain times, and what will catch her attention.



How do you like to receive press releases?

Ideally, pasted into the email with a link to the product website, or if no website, the Facebook page.

Do you have any advice for PR pros trying to pitch you?

Look at the medium first to see what the sensibility is, and the price point. Always include a link to images.

Do you have any pet peeves when working with PR professionals?

PR people who haven't looked at my blog, or when there's an image or two of the products but no link in the email for me to see more.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

Email has always worked for me, before and during COVID-19. I prefer in-person outdoor events with social distancing. But if that isn't possible, then a virtual fashion show that I can see at any time. I'd like the fashion show to be a slideshow so I can just take the images from there.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Do what I mentioned above.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

Send me a news release with info on the designer, two or three images in the release and a link to more images as I mentioned above.



Jessica Serna

Fashion & Travel Blogger, *My Curly Adventures*

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Jessica Serna is a Texas-based fashion and travel blogger and pens the *My Curly Adventures* blog. She focuses on Texas travel guides, fashion for the traveler, and curly hair inspiration. Serna has been featured on *Good Morning Texas*, *Good Day Fox 4*, and other shows across Texas. Read on for her thoughts on working with PR, pitching pet peeves and more.



Do you have any advice for PR pros trying to pitch you?

When you have the chance, make the pitches personal. We receive hundreds of emails a day and in the blogger/influencer industry we are looking for a mutually beneficial collaboration. Take a moment to look at our pages and the information we provide and see where the product you represent fits into our coverage and can be authentically added in.

Do you have any pet peeves when working with PR professionals?

My biggest pet peeve is receiving information that is either the opposite of what my brand stands for, or when I take the time to respond to a press release and I am ignored.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

People are more sensitive about the information they are receiving and don't always want to see things that appear as showing off during this time. I'm looking for pitches that allow me to integrate fashion into my normal content.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Personalizing those pitches is going to go a lot further. We all have a unique community coming to us for different inspirations and resources and finding a way to provide our community the greatest value will also help us provide the greatest value back to PR professionals.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

At this point, Fashion Month isn't something I plan on covering. While I have in the past, people are looking for information that is directly beneficial and relatable to them. That being said, if there's something of great value I can provide to my community, or a way to tie in the messaging into my everyday story, I believe it's something I would consider.



Emily L. Foley

Freelance Journalist

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Emily L. Foley is a freelance journalist who specializes in fashion, beauty, trends, celebrities and wellness. As a trend expert she has appeared on national and local news and lifestyle programs including HLN's *On the Story*, The Weather Channel's *AMHQ with Sam Champion* and Fox 29's *Good Day Philadelphia*. Foley has also contributed to a slew of national magazines including *Allure*, *Glamour*, *Marie Claire*, *Us Weekly*, *O, the Oprah Magazine*, *American Way*, and many others. Read on for her thoughts on working with PR, pet peeves when it comes to receiving pitches, and more.



How do you like to receive press releases?

I'm not super picky about this. It's always good to send them attached to an email with brief details in the body, and I can open the doc and read the full release if interested.

Do you have any advice for PR pros trying to pitch you?

A picture is worth a thousand words to me, so always have pictures in the body of your email. Never attached, though! I'm not going to open and look at an image attached to a cold pitch PR email.

Do you have any pet peeves when working with PR professionals?

When they sign me up for their client's newsletter! NEVER EVER DO THAT!

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

I would still like to be kept apprised of what brands and fashion houses are doing, but will be sensitive in my coverage, as addressed below.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Often the fashion world can be very singular and forget about the rest of the world, so I just think it's important to tailor all pitches to the pandemic world we're all living in!

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

I will cover it through a COVID lens. Trends still matter, but with people still staying home, there simply won't be as much shopping as there usually is; therefore inundating readers with what they need to buy this season is gauche.



Vanessa Valiente

Fashion Stylist, *Blogger at V-Style*

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Dubbed San Diego's first personal stylist and fashion blogger, Vanessa Valiente is the voice behind *V-Style*, where she provides relevant fashion commentary for like-minded women and men, recommends high-style garments and offers her picks of quality products. She is also the author of *The Personal Stylist's Handbook*, a technical manual on how to become a successful personal stylist. Here, Valiente talks about working with PR professionals who are trying to reach her community, as well as what she covers during these challenging times.



How do you like to receive press releases?

I like to receive press releases via email with a link to the product, person or service within the first three lines and I want an image within the email.

Do you have any advice for PR pros trying to pitch you?

I am going to be really honest here; I am inundated with press releases every single day and efficiency is everything, so anything after the first paragraph or two will not get read and if there is no direct link to the product, service or person, that press release is immediately ignored. Also, everything needs to be within the email. Any attachments will not be opened unless I have a stellar reason to open it. Lastly, greeting me by my first name gets my attention—when I see an email greeting me by my first name, I am more likely to respond.

Do you have any pet peeves when working with PR professionals?

My biggest pet peeve with PR professionals is receiving more than two emails about the same thing. Also, nothing makes me more irritated than not having a direct link to the product, service or person being mentioned. I can't believe how often this occurs.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

I am no longer covering travel or anything to do with large events, but otherwise, everything is pretty much the same.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

Everyone has been great and relevant.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

Yes, I am. I would love close-up videos of the garments that I can usually see in the front row. Other than that, be clear, and efficient as usual!



Jonn Nubian

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Jonn Nubian is the editor and managing partner of *YRB Magazine*, a lifestyle publication that focuses on fashion, music, art, and related cultural subjects. He has three decades of experience working in television, film, music and new media companies, and here he shares his thoughts on working with PR professionals, including how to pitch him, pet peeves and more.



How do you like to receive press releases?

I prefer email, or sometimes a phone call to discuss the materials and if it's a fit, then send. My cell number is in the signature of my email; never ever send a pitch via text.

Do you have any advice for PR pros trying to pitch you?

PR professionals these days need to remember grace and professional courtesy. It goes a long way. Besides establishing relationships, it is better to build and maintain them.

Do you have any pet peeves when working with PR professionals?

My pet peeves are: 1. Getting pitched via text; 2. Getting pitched via a DM (Instagram or Twitter); 3. Multiple emails about a pitch; when we pass, do not re-edit it two weeks later and pitch again.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

It has made us look very carefully about what we are covering and why. How will it resonate with our audience after the pandemic? Misinformation leads to lies being culturally accepted as truths. For example, pitching a fashionable mask that offers no real protection.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

I think the most helpful things PR professionals can do is tread as if there is a pandemic going on. Some have colleagues that have died in the past six months. Be mindful of that.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

No. We had plans on scaling back our Fashion Week coverage for F/W 2020 back in February prior to the pandemic. The fashion cycle stopped making sense to me about two years ago. The entire industry was in a bubble ready to collapse. COVID-19 made that happen in 3 months. The sway of the media is more powerful than the experience of reality. A generation ago, luxury was all about being exclusive. Today, accessibility IS the luxury. The audience wants to see it and wear it now. Not three months from now. The fashion industry is not dead. I am looking forward to seeing what it looks like when it wakes up and reinvents itself.



Alex Harrell

Editor, MANN Publications

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Alex Harrell is the editor of MANN Publications, which includes *Mann About Town* and *Fashion Manuscript*. She is passionate about exploring and expanding the ever-growing relationship between digital media and the written word. Read on for her thoughts on how to reach her readers, what types of press releases she likes to receive, and more.



How do you like to receive press releases?

I like to receive press releases in advance; send me an embargo! It's so much better for both parties when journalists receive product drops in advance; we can schedule it to go live to our readers exactly when the brand makes the announcement, rather than a few hours (or days!) later when it's not as "sexy" or new. To be more specific, I like to receive PRs in .RTF or .PDF with high-res images already attached and in AP Style if it's from a brand directly, or if it's from Cision, please include a photo other than your logo! This is fashion — show us what you got!

Do you have any advice for PR pros trying to pitch you?

The company you represent isn't the world's most successful or savvy or smart brand to ever exist. Leave the hyperbole out unless it's a quote; the excessive praise shows me that you are either inexperienced or unprofessional, which doesn't make me want to work with you.

Do you have any pet peeves when working with PR professionals?

My biggest pet peeve is being ghosted by PR reps. Please don't reach out and offer to send me samples or set up interviews if you're sending en masse emails. En masse emails are okay! But just be more transparent about it, versus leaving journalists in the dark. Also, do a quick Google search to make sure you're pitching to the right person. Half of the releases I get are good for Mann Publications, but not *Fashion Manuscript*.

How has COVID-19 changed your coverage of fashion and the fashion industry and what kind of pitches would you like to receive?

If anything, it's expanded the amount of fashion-related industries that we can cover and has created a whole new world of ideas and data and forecasting that is— I know this is horrible, but— a bit exciting, for lack of a better word, to explore. That said, the types of pitches I'd like to receive would be related to that: tech innovations and how brands are staying sustainable, etc. Those, on top of evergreen topics, are great for trend reports and more data-driven pieces which are always fun, especially with fashion.

What is the most helpful thing PR pros can do for journalists working on fashion coverage in these challenging times?

The most helpful thing PR pros can do is acknowledge the bizarre times we live in and continue forward. We don't have to dwell on the negativity of COVID-19 when we can explore solutions and ideas instead.

Do you plan on covering the upcoming Fashion Month, and if so, what can PR pros do to help with your coverage?

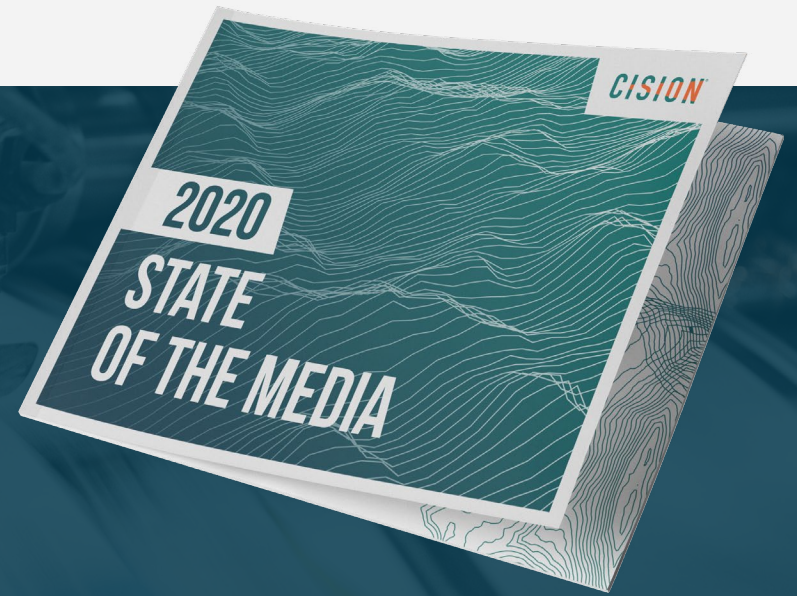
Yes! All of them! No seriously, all of them. Particularly luxe brands for *Mann About Town* and disruptors for *Fashion Manuscript*. If you had a list of brands I can check 'em off for you — the more the merrier!

CISION PITCHING KIT METHODOLOGY

The traditional and non-traditional media professionals featured in the Cision Pitching Kits have profiles in the U.S. Cision Media Database, and are vetted by the company's media research team to verify their positions as media professionals, influencers and bloggers. These individuals must meet certain additional criteria to be featured: they must cover the specific topic being highlighted in the kit, have given direct consent to be listed in the Media Database and must have been verified by the research team recently. The professionals must also be willing to be included in marketing materials and provide in-depth advice for PR pros.

Are you a member of the media who wants to be featured in the next pitching kit?

**FOR MORE ADVICE ON PITCHING,
SEE OUR 2020 STATE OF THE MEDIA REPORT**



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