

Fashion PR Best Practices

For any fashion brand looking to promote themselves through earned media coverage, executing a successful fashion PR campaign is key.

Whether handling fashion PR in-house or working at an external fashion public relations agency, there are some ways to ensure that your campaign is as successful as possible.

□ Develop great story angles to pitch your media contacts

A good angle that hooks in the editor is key to a successful media outreach campaign. While of course having a beautiful product is vital, being able to effectively communicate key aspects of your brand in a way that will resonate with media is crucial to securing coveted top-tier media placements.

When it comes to fashion PR, there are a few tried-and-true strategies that always tend to garner great traction.

1. Product round-ups and trends

Is a celebrity wearing a silhouette that you feature predominantly in a new collection? Does the Pantone color of the year resemble a shade you currently use? Make sure to keep up with all of the current trends in the fashion industry, as this is heavily what editors pull from when writing their stories, particularly for product round-ups.

2. Brand founder stories

If you have an incredible story behind a brand, highlight it! Editors and writers love learning about the “why” behind the brand – why a founder decided to launch their company, what separates them from the competition, and how they were able to grow a business.

3. Expert Commentary

Building off of that, if the founder or a team member has insight into new directions that the industry is going (such as with sustainability, manufacturing, marketing,

etc.) utilize their knowledge to develop a pitch and inform editors of the state-of-the-industry. They love getting the inside scoop!

Invest in great imagery of both flat shots and lifestyle images

Fashion is an incredibly visual industry, which makes quality images one of the most impactful ways to make a strong first impression among the fashion press.

Ensure that you invest in compelling photography that captures the essence of your brand and the beauty of the designs. It's worth it to get both lifestyle, on-model shots, and flat lays against a white background.

Many fashion outlets do not photograph products in-house and rely on the brand to provide high-resolution photography for use in stories. If you want to land a coveted placement in key fashion media, having both photographs on a model to demonstrate how the pieces look when worn.

Emphasize any big retail partners or affiliate networks

Fashion brands looking to get press coverage should be highlighting any main retailers that they are sold at, including Nordstrom, Bloomingdales, and even Amazon. Many fashion media outlets give preference to brands that are sold at these retailers as they can earn a commission off of sales generated from their articles.

Consider celebrity outreach

Another great way to achieve fashion PR coverage is to get your brand associated with celebrities. The best approach is to compile a list of target celebrities that match your brand's esthetic and find out who their stylist is. Many celebrities have more than one stylist – they might have one in LA or one in NY, or one that they use for street style looks versus red carpet (yes, celebrities do often get styled for those paparazzi pictures!).

Once you find an appropriate contact, either search for a website to get their email or look them up on Instagram. Brevity and respect are key when working with fashion stylists – they are constantly on the go and don't usually work in a traditional office setting, so no lengthy emails. Send a quick note asking if they're open to receiving a

lookbook/line sheet /line sheet/imagery – you often won't likely hear back, but reach out with select imagery for any new collections when appropriate.

If you do hear back, you'll often get a note asking for imagery and what pieces you have available to loan/gift. Send over images of the best of the best and the pieces you're looking for traction on – if they do request samples, send them ASAP!

Follow the stylist and the celebrities on social media and monitor street style photos – you'll never know where the piece will turn up. While it can be a waiting game and the pieces, unfortunately, won't always be used, if they do end up wearing them you now have a great tool to use to your advantage.

Maintain targeted, up-to-date media lists

One of the most important elements of a successful fashion PR campaign is a targeted, relevant media list. It's important to contact editors that are relevant to the fashion industry – you won't be pitching a health editor about your new line of shoes! (Unless they provide specific health benefits, of course).

As well as making sure the editors you're contacting make sense for what you're pitching, you'll also want to ensure that your media lists are up to date so that you are always contacting the appropriate person at each outlet. Editors and writers move around quite a bit these so it can be a bit to manage, but using tools help streamline the process and make things easier.

Samples to shoot and gift – at least a few in a variety of sizes

While fashion editors don't necessarily always need to be gifted products, in some cases, offering to gift them can be incredibly helpful and work toward building a relationship with a fashion editor (particularly if the brand is new). As with many products, giving the editor the opportunity to touch and try out the product in person can help cement the brand in their mind and keep it top of mind for upcoming stories.

If you want to stand out, think outside the box. You can send samples of custom-created items like jewelry or clothing with your brand logo on it. You can even send edibles if that's a feasible and brand-related idea. Of course, you shouldn't go over the top either, so put a lot of thought into what you decide to do.

