


FASHION PR INTERN: ***AGENCY PR*** (EXPERIENCE)

By: Rachel Pereira

FASHION MERCHANDISING MAJOR




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LEARNING OBJECTIVES



By the end of the internship, I will ... become an expert at pitching to brands about our clients, creating more brand exposure for them, us, and success stories all around.



agentrypr

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2,048 posts

4,832 followers

721 following

Agentry PR

Specializing in fashion marketing, media outreach, events, VIP relations, celebrity, communications.

www.agentrypr.com

3.8K accounts reached in the last 30 days. [View insights](#)


Throughout the course of this internship...

- I have efficiently managed the pulls and returns process for stylists, ensuring they had access to the latest collections and coordinating timely returns.
- This involved organization and communication skills to meet stylist needs promptly, contributing to positive relationships and connections.
- I am also getting better at writing things like press releases and product descriptions. It helps to tell our brand's story in a way that makes sense to people.



(CONTINUED)

- I've been actively "clipping" or collecting instances where our clients have been featured or showcased in the media. This involves keeping track of mentions, features, or appearances in different publications.
- This practice helps us see and celebrate the positive coverage our clients are receiving in various places, contributing to a comprehensive view of our brand's reach and impact.
- I have also assisted stylists with pulls/returns, forming a connection with them, and making sure everything gets back on time also showed my organization skills.
- I have significantly enhanced brand coverage across various media outlets to showcase to our clients.
- Attending client meetings has been an integral part of my learning experience. I've enhanced my communication skills, actively participated in discussions, and gained a deeper understanding of client expectations.

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- Overall, I constantly communicated with the team and listened to one another, executed tasks given, and learned new responsibilities and changes. I was able to make connections with many unique individuals such as stylists, publicists, and the team of course! I definitely developed communication skills, time management and working in a timely fashion in this widely competitive industry.

- *To improve in each category I'll continue taking classes, learn from colleagues/students, practice by leading projects, ask for feedback, and use books or online resources to improve.*

Flormsheim Influencer Proposal Nov 2023

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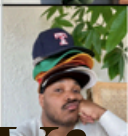
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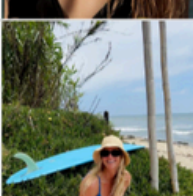

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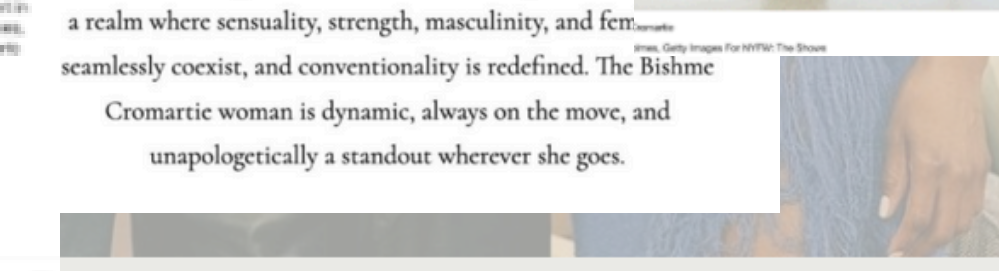
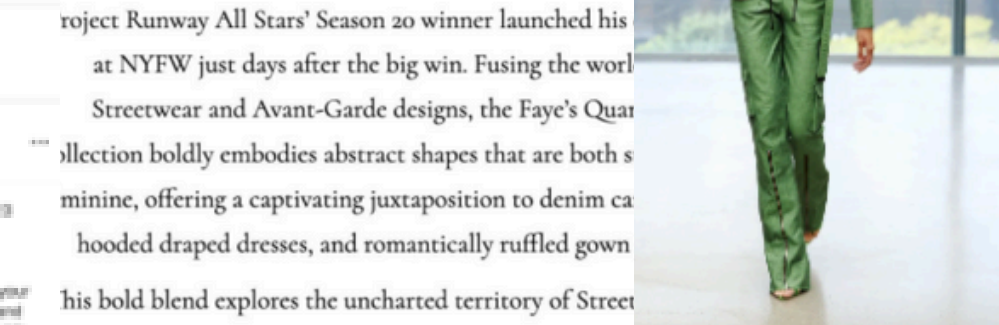
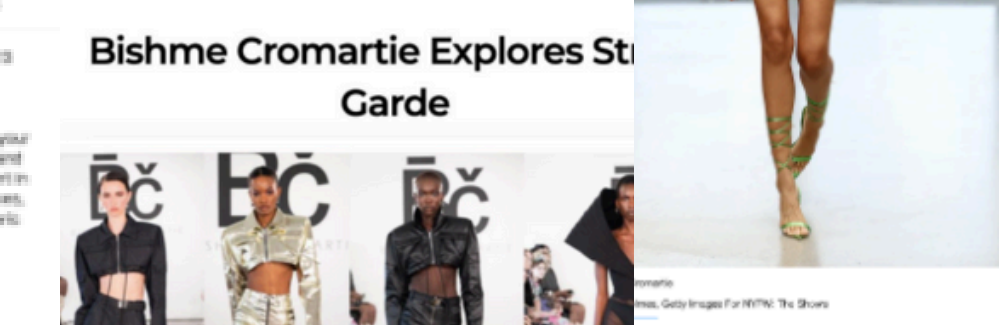
Photo

	A	B	C	D	E	F	G
1	Photo	Handle	First Name	Last Name	Followers	Email	Notes
2		@what.nickwears	Nick	Moore	8,660	nrosariomoore@gmail.com	Fashion
3		@joelsp	Joel	Wilson	8,982	joelspencerwilson@gmail.com	Menswear/Outdoorsy
4		@andrewsirna	Andrew	Sirna	10,000	https://bummerbybrew.store/pages/contact	Fashion
5		@joey_saturday	Joey	Gollish	10,200		Lifestyle
6		@joeguiod	Joe	Guiod	10,700		Fashion/Lifestyle
7		@dominiqueashor	Dominique	Jones	1,400	Dominiqueajones52@gmail.com	Menswear

Visual examples of past PR work :

BRAND	COMPLETED BY	ACCOUNT OWNER	THEMES	LINK TO PITCH <i>*be sure to grant all agency</i>
Abercrombie Mens	Alexia V	Henry	Fall essentials/fall capsule closet	https://docs.google.com/document/d/1RPZDu
Abercrombie Women	Emma H	Kathryn	Fall Business Casual Attire	https://docs.google.com/document/d/1xK
Andre Assous	Rachel	Kathryn	Fall shoes (boot season!)	https://docs.google.com/document/d/1rcC
AKNVAS Women	Renata	Kathryn	Denim	https://docs.google.com/document/d/14jiQ2k
Autumn Cashmere Womens	Alexia V	Sally	Fall knits	https://docs.google.com/document/d/1QA9UY
Cougar	Alexia V	Conner	Fall metallic trend	https://docs.google.com/document/d/1fyfr-za
Chris Donovan	Alexia V	Conner	Fall flats trend	https://docs.google.com/document/d/1Tf5g0iI
Fair Harbor	Emma H	Sally	Women's workout clothing	https://docs.google.com/document/d/1eO3Le
Florsheim	Emma H	Sally	Fall boots	https://docs.google.com/document/d/13XKe
FRIED RICE	Kathryn	Kathryn	Favorites round up	https://docs.google.com/document/d/17yeJwr
GOLA Women's	Emma H	Sally	Environment	https://docs.google.com/document/d/1Z5X3R
Gilly Hicks / Hollister Women's	Kathryn	Kathryn	Gilly Hicks	https://docs.google.com/document/d/1T3APF
Gilly Hicks / Hollister Men's	Alexia V	Henry	Men's activewear	https://docs.google.com/document/d/1Tf5g0iI
Greatness Wins	Alexia V	Mia	Men's high-quality activewear	https://docs.google.com/document/d/1IW4rdC
Heirloom Amalgam	Alexia V	Conner	Timeless pieces	https://docs.google.com/document/d/10v4la8
Mavi Canada (same as Mavi womens, but with CA links)	Alexia V	Mia	Luxe Twills	https://docs.google.com/document/d/17VhYp
Mavi Womens	Alexia V	Mia	Luxe Twills	https://docs.google.com/document/d/1AEuO
Melke	Renata	Conner	Peaches	
Save The Duck Mens	Alexia V	Conner	Fall Jackets	https://docs.google.com/document/d/1fTz50U
Save The Duck Womens	Emma H	Conner	Fall Jackets	https://docs.google.com/document/d/1Kinw_C
UNTUCKit Women	Emma H	Kathryn	Dresses	https://docs.google.com/document/d/1_F1Dn
UNTUCKit Men	Jennifer	Kathryn	Fall Layers	https://docs.google.com/document/d/1d7k2wr

1	Made in Spain Group					
2	Picture	First	Last	Website/Instagram	Contact	Proffesion
		Tanya	Vangraan	@tanyavangraan	tanyavngm@gmail.com	Freediver/actress (Cape town, South Africa)
		Stephanie	Espil	@stephanie_espil		Olympic Swimmer (Colombia)
		Alyssa	Spencer	@alyssa_spencer	alyssa@teamwass.com	Surfer (California)
		Rachael	Tilly	@rachaeltilly	info@rachaeltilly.com	Surfer (California)
		Sophia	Culhane			



NYFW SS24: The Runway Rec

The city that never sleeps held true to form this past season as creatives and style seekers took over the streets of New York enduring high humidity and storm squalls to preview the Spring Summer '24 (SS24) collections. Proof that there is nothing as bad as bad weather when it comes to fashion.

New York Fashion Week (NYFW) has ended, however, the season is imminent, so we have compiled a run-down of our favourite shows. From seasoned design legends to the fresh faces of the scene, up and comers, we have your closet covered.

Bishme Cromartie Explores Streetwear and Avant-Garde



Image Source: Nancy Kim gnsbkim

Project Runway All Stars' Season 20 winner launched his collection at NYFW just days after the big win. Fusing the world of Streetwear and Avant-Garde designs, the Faye's Quarantine collection boldly embodies abstract shapes that are both masculine and feminine, offering a captivating juxtaposition to denim casual wear. Hooded draped dresses, and romantically ruffled gowns are his bold blend explores the uncharted territory of Streetwear in a realm where sensuality, strength, masculinity, and femininity seamlessly coexist, and conventionality is redefined. The Bishme Cromartie woman is dynamic, always on the move, and unapologetically a standout wherever she goes.



“What's next?”

- Through my experience as a Fashion PR intern, I've discovered a passion for the dynamic intersection of fashion and communication. Working in this fast-paced environment has revealed my ability to thrive under pressure, adapt to trends quickly, and leverage creativity for effective storytelling.
- In terms of professionalism, I've learned the importance of maintaining a polished image both in appearance and communication. A moment where I shone was during a task given where I effectively communicated our brand story, showcasing a blend of confidence and industry knowledge.
- There's room for growth in time management. Juggling various tasks, I occasionally faced challenges in prioritizing effectively. In my next internship or job, I'm seeking an environment that fosters both creativity and structure. I aim to further develop my time management skills and contribute innovative ideas while ensuring seamless organizational efficiency. This experience has solidified my interest in pursuing a career where I can blend creativity, social media, trend research, and PR!

Next internship opportunity

LOEWE PR INTERN

*****click for link*****



(COVER LETTER)

Subject: Application for Fashion PR Intern Position at Loewe

Dear [Hiring Manager's Name],

I am writing to express my strong interest in the Fashion PR Intern position at Loewe, as advertised. With a passion for fashion, a love for social media, and a background in content creation, I believe my unique blend of skills and experiences align perfectly with the dynamic and innovative environment at Loewe.

I have honed my communication skills through my role as a Public Relations Fashion Intern at Agentry PR, where I actively corresponded with editors and stylists, coordinated sample logistics for shoots and events, and wrote effective brand pitches. This experience has allowed me to navigate professional communication channels within the fashion industry.

Social Media Management:

In my current role at September Media Services, I am responsible for content creation, graphics, reels, and stories for various social media accounts. Managing multiple client accounts, I engage with followers, respond to inquiries, and strategically plan content for the month. This hands-on experience has deepened my understanding of effective social media strategies.

Customer Service:

As a Style Advisor at Banana Republic, I have cultivated exceptional customer service skills by providing personalized recommendations, balancing the needs of customers in a fast-paced retail environment, and ensuring a positive shopping experience through engagement and knowledge of product quality and style.

Public Relations and Event Management:

My role at Agentry PR involved not only sample trafficking but also understanding media trends, conducting market research on influencers, and contributing to brand pitches. Additionally, my volunteer experience at NYFW with Riviere Agency further enhanced my understanding of PR in the context of high-profile fashion events.

Attention to Detail:

During my volunteer work at BB's Backstage/Badgley Mischka, I gained a meticulous understanding of the components of runway looks, showcasing designers' visions effectively. This attention to detail has been a consistent asset in my various roles.

My sophisticated-trendy-chic personal style, coupled with my dedication to the fashion industry and versatile skill set, make me confident in my ability to contribute effectively to Loewe's esteemed team.

Thank you for considering my application. I am eager to bring my passion, creativity, and skills to the Fashion PR Intern role at Loewe. I look forward to the opportunity to discuss how my experiences align with your team's goals in more detail.

Sincerely,

Rachel Pereira

(201) 241 - 0803 | rachel.pereira@limcollege.edu



Thank You

By: Rachel Pereira
FASHION MERCHANDISING MAJOR