



PR in the World of Fashion

By Aarti Nayudu

Clothes contribute in their own way towards one's identity, and hence apparel companies and stores have to ensure that they have good PR specialists who can keep a given company front-and-center in the minds of a target audience.



We all love to keep our wardrobes in vogue with the latest styles and accessories. We all want to wear the styles that are in season — whether it's during a hot and sunny summer or a cold and snowy winter, our wardrobes need to cater to all sorts of seasonal requirements. And of course, beyond their functional utility, clothes are often seen as a mark of identity. They help us define our individuality. Hence it is

crucial for clothing companies to invest in good PR specialists who know how to heighten the appeal of particular brands.

But what do wardrobes have to do with PR precisely? Well, there is a whole subdivision within the PR world that caters only to the needs of the fashion industry. So what does a fashion PR specialist actually do? Well, as described in an informative article from [stylecareer.com](http://www.stylecareer.com/fashion_publicist.shtml) [http://www.stylecareer.com/fashion_publicist.shtml], a fashion publicist's basic job is to work with apparel companies and retail stores to help them maintain positive relationships with their customers through creative promotions. Some of the other things that a fashion PR person would be responsible for include writing copy for websites, liaising with fashion media, co-branding and placing products with retailers, overseeing product launches, and writing press releases, among other duties. Accordingly, fashion publicists often have to collaborate with fashion designers, stylists, etc. to run their shows smoothly.

One of the most important tasks of a fashion PR specialist is to ensure that a certain company's name remains on

customers' shopping lists. The PR specialist has to come up with ways to keep customers interested in a given brand name. As noted by a fashion PR specialist in an interview with the [Fashion Rag blog](http://www.piercemattie.com/fashionprdivision/2007/03/fashion_public_relations_blog.html) [http://www.piercemattie.com/fashionprdivision/2007/03/fashion_public_relations_blog.html], "Clothing communicates who a woman is, how she feels, what she wants you to know about her. In a similar way, the goal of public relations is to communicate and maintain positive relationships with their (often female) publics." A fashion PR specialist, then, has to keep the interest of the audience by organizing events that will attract the audience.

According to the aforementioned article from [stylecareer.com](http://www.stylecareer.com), fashion PR specialist jobs are going to increase by 12% over the next six years. Given that retail is already the second largest industry in the US in terms of the number of employees and the number of established businesses, this potential increase in the recruitment of PR specialists does not come as a surprise.

Of course, as with any other job, potential fashion publicists will wonder about the pay. That, however, depends largely upon how successful you are in convincing your target audience about the brand you are working on.

Conclusion

The fashion PR field offers some jobs that you might find very rewarding if you like to be in touch with the fashion world. So, if you want to be part of the glamorous world of fashion, and yet remain behind the stage, then a fashion PR specialist job could be just the job for you.

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