

overdressed

Quotes and networking guide

Talking to people is one of the most essential parts of being a journalist and/or doing a journalistic piece.

Just giving your own opinion in a feature (that isn't meant to be an opinion piece) isn't enough. You need to quote other people.

If you aren't quoting people you aren't proving a journalistic piece, then it will be a blog. If you are only quoting research, you are writing an essay. If you aren't talking to people how will you ever discover new things?

WHO TO QUOTE?

- Analytical people within the industry > critics, researches, teachers, trend watchers
- Professionals within the industry > editors, PR teams, stylists, photographers, etc.
- Influencers (for example when doing a style piece, trend feature, etc.)
- Other students or young creatives within the industry

“I'd say we're lucky right now because social media is the best tool to get in touch with people ! literally just follow and DM people about ideas or pitches saying you admire their work and are working for x magazine & would love to ask a quick question about x. make it like dating where if you reach out to 5 people hopefully 1 will reply and you can set up an interview. Otherwise always always be mindful of people's stated social media boundaries (you might have to email a work address as some people are strictly no work in DMs)”

–Hannah Bertolino, Editorial Assistant at Bricks Magazine

HOW TO GET CONTACTS?

- The key point is to network! This sounds cliché and we know you have heard it before but building a network of people you can always go to for quotes is the goal.
- For big brands try contact their press team. They are always open to answer questions or send you press releases. Most brands have the contact details of their press team online, on the London Fashion Week website, LinkedIn, etc.
- For UAL students: use Fashion Monitor (free access through the online library service). This will give you access to people's contacts
- Social Media! You can easily send people a message through Instagram, and most people will have their email in their bio.

WHAT TO SAY?

- Be direct and brief! People don't have time to read massive emails, so be direct and brief.
- Always be nice and show an appreciation for their work, this will make it more likely that they will respond
- See the examples I have added (some things will be crossed out for privacy reasons)
- Be mindful of pronouns

Dear Press Office,

I hope you're well.

I am Louelle, a fashion journalist and student at the London College of Fashion. Currently I am writing a feature on

~~the impact of the fashion industry on the environment and how it can be made more sustainable. I am particularly interested in the role of the fashion press in this regard and how they can use their platform to promote more ethical and sustainable practices.~~

Therefore I am writing you with the question if it would be possible to receive any quotes from within ~~your organization~~ about the following subject matters:

- ~~the impact of the fashion industry on the environment and how it can be made more sustainable.~~
- ~~the role of the fashion press in promoting more ethical and sustainable practices.~~

It would be extremely helpful for my research and final feature if you could help me answer these questions.

Thank you,

~~Louelle~~

Hi Jonnah,

I hope you're well!

I'm Louelle and I am working on a photography feature for ~~the Guardian~~ ~~Digital~~. We came across your photography project 'Where we did it' and would love to do a piece about it and interview you about your work!

Please let me know if you would be interested in it!

Thanks,

~~Louelle~~

WHAT TO SAY? lay-out (big brand or email)

Dear (name) ,

I hope you're well!

I am (name) and I am working on a culture feature for Overdressed Magazine. The article will be about
(short description of one sentence).

Therefor I am writing you with the question if it is possible to receive a quote from (brand name or say 'you')
about the following subject matter:

- (add a question or subject matter)

It would be extremely helpful to my research and final feature if you could help me answer these questions.

Looking forward to your response and hope you're staying safe in these weird times.

Best Wishes,

(name)

TAILOR IT TO YOUR OWN ARTICLE

WHAT TO SAY? lay-out (Social media)

Hi (name),

I hope you're well!

I'm (name) and I am working on an article for Overdressed Magazine about

(short description of a few words). We came across your (work or specific project)

and would love to do a piece about it and interview you about your work!

Please let me know if you would be interested in it!

Thanks,

(name)

TAILOR IT TO YOUR OWN ARTICLE