

Fashion PR Challenge:

Pop Up & Inspire

The world of Fashion Public Relations is an exciting, fast-paced field where the hours are long and the work is extensive. When working in Fashion PR, you're expected to do everything possible to get the word out and build enthusiasm and demand for your client's products. One aspect of fashion PR is often getting clothing and products into the hands of celebrities, influencers, and models with strong social media followings.

It is fashion publicists' job to build a brand's status, enhance the perception of a brand, increase desire for products, raise awareness of what's on offer and inform consumers about benefits or services. The ultimate aim is to support sales and persuade consumers to purchase.

A Fashion PR Example:

Francesca Whyte, a graduate at Northumbria University, BA (Hons) Fashion Communication, decided to take a placement year. This means she gained experience in fashion companies throughout her degree. One of her placements was at Skinnydip London.

Francesca was tasked with organising and budgeting a store event for a bath and shower collaboration with Imperial Leather and the chosen influencer, Made in Chelsea's Louise Thompson. Francesca was responsible for everything from organising gifted food and drink in exchange for social coverage, booking a DJ, working out how many plastic balls it would take to fill the bathtub she had hired, and setting up the venue. It wasn't all plain sailing; she had to keep the costs low whilst pulling off an external brand's professional, immersive, interactive customer event.



Figure 7 - credit Francesca Whyte - on a Placement with Skinnydip London



Figure 8 - credit Francesca Whyte



Before organising this event, Francesca and the Skinnydip London team had discussed a theme – an 'Instagrammable moment' that would be the event's main feature. They had agreed a shower scene could work well. So, she was sent away to plan this further. However, as she started to investigate the idea more, it became clear it wouldn't be as effective as first envisaged. So, she put forward a new concept to create a bathing scene, including a bathtub and other props, such as a branded bathmat and bubble machines. It all worked out brilliantly, gaining positive feedback from the team, Imperial Leather and the customers.

Your Fashion PR Challenge:

Holding a pop-up event is an excellent way to engage with customers, test out a product, promote collaboration and generate brand awareness. As a result, they have increased in popularity in recent years.

Your challenge is to create a mood board presenting a theme of a pop-up event. First, you need to choose the brand (for example, Francesca worked for Skinnydip London). You then need to select a collaboration (for example, Skinnydip worked with Imperial Leather) and, finally, an appropriate influencer to help promote your event (for example, Made in Chelsea's Louise Thompson).

Then complete the answers to these questions:

- > What is the brand you've chosen?
- > Who have they collaborated with?
- > What is the theme of the event?
- > What props will you need?
- > What is the colour scheme?
- > Who is the influencer you've chosen? Why?
- > Which press are you going to invite?
- > Who other influencers will you invite to create a buzz about it on social media?
- > What will you gift VIPs and influencers for coming?

"Some are born great, some achieve greatness, and some hire public relations officers."

- Daniel J.Boorstin

Need some inspiration?

Here's some insight into some really exciting pop-up events: <https://www.partyslate.com/best-of/creative-pop-up-shops-events/>

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