



Placed!: A Foundational Guide to Being a Fashion PR Badass

Angie Mathews

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In the world of mass market fashion, or fast fashion, public relations helps brands to stand out and rise above the competition. In *Placed! A Foundational Guide to Being a Fashion PR Badass*, readers get a rapid fire overview of the Fashion PR industry from expert Angie Mathews. Angie has worked in the field of fashion and lifestyle public relations for nearly a decade. From NY to LA she's helped to build public awareness of such brands as BB Dakota, Chip and Pepper, Modern Amusement, and Willow & Clay. Pulling from her years of experience, she provides an insider's view on everything from how to get a foot in the door and succeed in the industry, to what the job entails day-to-day and how it fits within the big picture, as well as everything in between. "This book is a great foundation for succeeding in Fashion PR; especially Angie's insights into the most effective ways of working with editors." - Danielle Potito, Life & Style Weekly Senior Fashion Editor "A seasoned publicist, Angie literally touches on every facet involved in doing so. She's spot on, straight forward, and delivers exactly the information one needs to deal with editors, as well as clients, and be good at it." - Rachel Aschenbrand-Robinson, People StyleWatch Fashion Editor

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