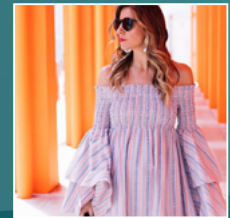


CISION®

FASHION & BEAUTY PITCHING KIT

2018

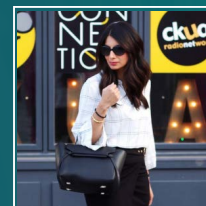
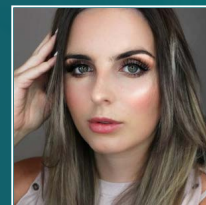
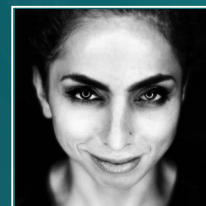




You don't have to jet to New York, Paris, London or Milan to get in front of the most connected fashion influencers. Cision's Fashion and Beauty Pitching kit is here just in time for Fashion Week to help you reach relevant journalists, bloggers and vloggers and get the coverage you need for your story.

Build better relationships with fashion influencers **with our free guide.** You can use this guide to start building a targeting strategy with specific influencer profiles, including social handles, email addresses, pitching tips and outreach preferences—so you can build better relationships with the industry's top trendsetters and earn more media with the audiences that matter.

OUR FEATURED INFLUENCERS



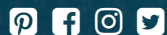


JESSICA LAM

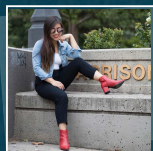
BLOGGER

DIARY OF A TORONTO GIRL

jessica@diaryofatorontogirl.com



Topics: Style, Lifestyle, Toronto Events,
Travel, Food & Drink



» ABOUT:

Jessica Lam is the blogger behind *Diary of a Toronto Girl*, a lifestyle and fashion blog founded in 2015. She covers fashion, lifestyle, beauty, food and travel. Born and raised in Toronto, Canada, she shares her love for all things Toronto and more on her blog.

She can be best reached by email.



JENNA MORTON

BLOGGER

PRADA & PEARLS

jenna.enquiries@gmail.com



Topics: Fashion, Beauty, Lifestyle



» ABOUT:

Jenna Morton is the founder of *Prada & Pearls*, her Fashion, Beauty and Lifestyle blog. Jenna is a full-time chartered Accountant, who started her blog in May 2017 with the goal of connecting women world-wide to affordable, trendy fashion and beauty.

"Tips for PR reps looking to connect with me, would be to have clear and precise email subject lines. That way I know exactly what the email pertains to before opening it." says Jenna.

"Also, there have been times in the past, where PR agencies and brands have misspelled my name, and have pitched me products that clearly do not fit within my personal Prada & Pearls brand. I really appreciate it when PR reps do their homework, and curate pitches that fit well within my brand. That way, we can both get the most value out of the collaboration." says Jenna.

Jenna prefers to be contacted by email.



ELIZA GROSSMAN

FASHION EDITOR
FASHION MAGAZINE

egrossman@fashionmagazine.com



Topics: Women's Fashion, Fashion Accessories, Fashion Designers



» ABOUT:

Eliza Grossman is the Fashion Editor for *FASHION Magazine* for which she covers Women's Fashion, Fashion Accessories and Fashion Designers. She can be contacted via email.

Grossman joined *FASHION* as an assistant fashion editor in February 2012. She was previously a freelance styling assistant in New York.

» CAREER:

2012 – present: *Fashion Magazine*, Fashion Editor



MARIE ERNST

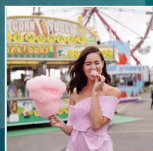
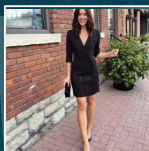
BLOGGER

MARIE'S BAZAAR

marie@mariesbazaar.com



Topics: Fashion, Beauty, Travel



» ABOUT:

Marie Ernst is a Blogger at *Marie's Bazaar*, where she covers fashion and lifestyle topics. Based in Ottawa, Ernst started her blog in 2014.

"If I have any tips for PR reps looking to connect, it would be to have an attention-grabbing subject line (ie: "new campaign collaboration with XXX", or "influencer sponsored collaboration", or even "XXX x Marie's Bazaar", said Ernst.

Also, make sure your pitch is personalized. "I never pay much attention to emails that start with 'Hi there' or don't mention my name. It makes a big difference in choosing to work with a brand that values you or is just trying to get anyone on board," said Ernst.

Connect with her by email.



RYAN MASSEL

MEDIA PERSONALITY & BLOGGER

IMMRFABULOUS

ryan@immrfabulous.com



Topics: Lifestyle, Fashion, Events,
Travel



» ABOUT:

Ryan Massel, aka Mr. Fab, is a Blogger at *I'm Mr. Fabulous* where he covers Fashion and Events. When he's not online, he can be found On-Air appearing regularly on *Global Weekend*, *Breakfast Television* and *CTV Morning Live* throughout Western Canada.

"I share my stories through a multitude of platforms; Blog, TV, Radio, Freelance And Social channels and because I know my readers/followers best, I always appreciate the opportunity to suggest which platform will produce the most ROI for your clients and brands," said Massel.

Another tip from Massel: Don't count yourself out because you don't have a budget.

"Sharing a great product or brand with my authentic voice is of the utmost importance and if love what your pitching I'll let you know. " He also asks that brands to be upfront but cautious of sending a long to-do list for coverage. "Let me organically find a place for it."

Lastly, brands should want to build a relationship with Massel. "My favourite firms, brands and teams to work with are the ones who engage with me on the web or in person. They know my brand, have read my stories and have gotten to know me on a personal note. "

Contact him via email.



RANIA ABDULLA

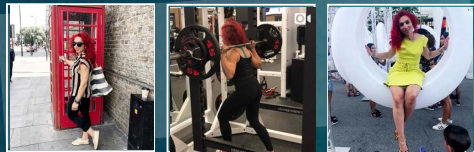
BLOGGER

THE WARDROBE STYLIST

rania@the-wardrobe-stylist.com



Topics: Fashion, Fitness, Home Decor,
Beauty, DIY Projects



» ABOUT:

Rania Abdulla is a Blogger at *The Wardrobe Stylist*, which she founded in 2007. A fashion, fitness, home décor and DIY lover, Abdulla also began designing menswear under the label *Pairing Paisleys by The Wardrobe Stylist* in 2010.

If you're a PR rep looking to work with her, "please only send requests that have financial or product compensation that can be sent to Canada." "Research results are also okay to send as an FYI and may be included in other articles that I write," said Abdulla.



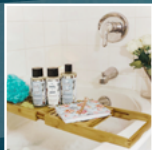
ANUM RUBEC

FOUNDER AND BLOGGER
SUMMERXSKIN

info@summerxskin.com



Topics: Affordable Fashion, Makeup
tutorials, Product Launches and Reviews,
Travel



» ABOUT:

Rubec is the Founder and Blogger for SummerxSkin and covers affordable fashion, makeup tutorials, product launches and reviews, travel and life adventures with her husband, dog and family.

She likes to receive press releases for general knowledge and awareness, samples for review consideration, personalized story ideas and media invitations. She suggests that if the subject is clear and provides a call-to-action, it will immediately grab her attention and warrant a quick response.

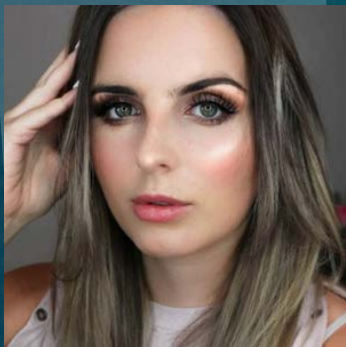
She says, "When pitching to me, please outline what you'd like me to do, if this is a collaboration or paid opportunity, and how you feel it would relate and be easily conveyed to my audience." Rubec's biggest pet peeve is when PR and brands enforce promotional photography or word-per-word messaging on a campaign. "If you'd like to work me, please be prepared to provide samples to test and for photography or video."

She prefers to be contacted via e-mail with a follow-up via phone if she doesn't respond within a week. She can be pitched via social media as well.

» CAREER:

Present: SummerxSkin, Founder and Blogger

Present: Freelance Social Media and Events Planner



BREE AYLWIN

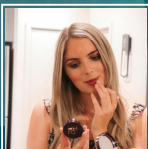
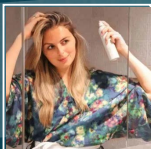
BLOGGER

THE URBAN UMBRELLA

theurbanumbrella@gmail.com



Topics: Beauty, Fashion, Travel, Fitness,
Health, Recipes



» ABOUT:

Bree Aylwin is a Blogger at *The Urban Umbrella*, an online destination which focuses on helping visitors build their unique sense of style. Based in Vancouver BC, she began her blog in 2012. When she's not blogging, Aylwin is either working as a Social Media Strategist or freelance writer.

Contact her by email.



JONATHAN CAVALIERE

CREATIVE ENTREPRENEUR & FOUNDER
MR. CAVALIERE

Info@mrcavaliere.com



Topics: Men's Style, Grooming, Food, Drink,
Travel, Culture



» ABOUT:

Jonathan Cavaliere is a Creative Entrepreneur & Founder of *Mr. Cavaliere*, the modern man's guide to living life better. Since 2011, Mr. Cavaliere has been a trusted online style publication for expert advice across the globe.

He can be reached by email and prefers that pitches are personalized to the recipient. "If an e-mail starts with 'Hello there' I automatically view it as junk," said Cavaliere.



ALIYA GULAMHUSEIN

BLOGGER

STYLE BY ALIYA

stylebyaliya@gmail.com

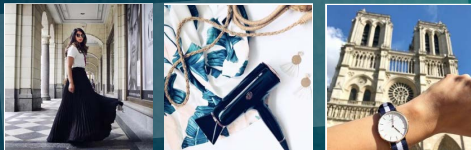


Topics: Fashion, Lifestyle, Travel

» ABOUT:

Aliya is a Fashion and Lifestyle Blogger and the founder of *Style By Aliya*. Based in Calgary, Alberta and a full-time designated accountant, she launched her blog in 2016. *Style by Aliya* covers Fashion, Lifestyle, Travel and Beauty. Her hope is that her blog will inspire others to pursue their passions.

Connect with Aliya via email.



CISION PITCHING KIT METHODOLOGY

The traditional and non-traditional media professionals featured in the Cision Pitching Kits have profiles in the Canadian Cision Media Database, and are vetted by the company's media research team to verify their positions as media professionals, influencers and bloggers. These individuals must meet certain additional criteria to be featured: they must cover the specific being highlighted in the kit, have given direct consent to be listed in the Media Database and must have been verified by the research team recently. The professionals must also be willing to be included in marketing materials and provide in-depth advice for PR pros.

Are you a member of the media who wants to be featured in the next pitching kit?

[CONTACT OUR MEDIA RESEARCH TEAM](#)

UNCOVER MORE TOP JOURNALISTS AND TRENDSETTERS IN
YOUR INDUSTRY WITH THE CISION COMMUNICATIONS CLOUD®

Request a demo now and learn how to build better relationships
with the people who matter.

[REQUEST A DEMO](#)

CISION®