

V. MORA

We Bring Your Fashion Dreams To Life

Press Kit

What is a press kit?

A press kit, sometimes called a media kit, is simply an information packet about a business or product. Think of it as a resume for your product or line.

What is the purpose of a press kit?

Your press kit is distributed to members of the media for promotional use. It should grab the reader's attention, make a lasting impression and create enough interest that they will contact you for more information.

What are the key elements of a great press kit?

The first item in your press kit should be your Letter of introduction. It should explain (briefly!) who you are, what you do and why the reader should care. It should include a brief overview of what the press kit contains.

This is your chance to make a first impression and where you will grab or lose the reader's interest.

- A traditional press release or feature-style article about the brand/collection
- Crystal clear and professionally shot images that tell a visual story about the brand/collection
- The Who, What, Where, How and Why delivered in clear, simple language
- Product images and logo available at high and low resolution
- Recent, noteworthy press less than 6 months old Social media links
- Contact information- Phone, email etc. Let them know that you are available for follow-up questions.
- A list of current stockists or stores that carry your brand, where you product can be purchased online.

Optional: Q&A of fun-facts type content piece about the brand founder, an interesting interview, or a season-driven, embeddable short video (under 2 mins)

Tips and Tricks:

- Include testimonials about your clothing, if possible. If your clothing line has already received media attention, include press clippings. If you have customers that rave about your products, include quotes and endorsements!
- Make sure that your press kit is succinct and to the point.
- Follow up to make sure your intended recipient received your press kit.
- The best thing to do right now is to start assembling part of your press kit, based on available materials. Then, add to it as you see fit and develop new materials.

Programs for designing your press kit:

- <https://www.canva.com/>- Easy graphic design program
- <http://epresskitz.com/>
- <http://storyboard.me/>

Chicago
820 N California Ave
Chicago, IL 60622
773-540-4097

vmoraconsulting@vmora.com
www.vmora.com

New York
247 W 38th ST, 8th FL
New York, NY 10018
212-390-8660