



# Fashion Journalism

*Julie Bradford*

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## **Fashion Journalism** Julie Bradford

*Fashion Journalism* presents a comprehensive overview of how fashion journalism operates and how to report on fashion. Encompassing skills for print and online media, the book includes many case studies and interviews with fashion journalists working for newspapers, magazines, broadcasting and websites, as well as with stylists, PR executives, photographers and bloggers. The first hand explanations of these roles and practical tips and advice are accompanied by analysis of examples from their work.

The business of fashion and fashion PR is explained for the trainee journalist, offering practical guidance on how to report effectively on fashion – from sources and research to writing and layout., with chapter including suggested exercises and further reading.

Covering a broad range of subject areas, from law and ethics and using social media to fashion theory and reporting the catwalk, this text offers everything a student or trainee needs to know to excel in fashion journalism.

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