

## **NET-A-PORTER FASHION FEATURES WRITER/FASHION WRITER**

### **Purpose of role:**

Your responsibility will be to provide high quality editorial copy and up-to-the-date fashion content, maintaining the NET-A-PORTER voice and ensuring NET-A-PORTER remains a reference point for information on the latest trends and fashion news.

### **Responsibilities:**

- Initiate editorial content / story Ideas at the beginning and throughout the season that are both commercially and editorially viable, multi-layered and in keeping with the NET-A-PORTER brand.
- Research and write - as commissioned by fashion features editor - all editorial site copy from shorter "Most Wanted" through to in depth Style Reports and designer interviews/profiles.
- Contribute to all sections of weekly magazine, Notes, and related editorial outlets both in ideas and written features with a US based focus on Fashion Trends, Culture, and current events as they relate to the business.
- Initiate Ideas and write content for NET-A-PORTER NOTES magazine
- Attend weekly meetings about sales trends, business, and merchandise.
- Come up with editorial ideas to support business and trends.
- Attend and report on PR and Marketing appointments as needed

- Contribute ideas and write content (as needed) for Social Media, and related content platforms.
- Contribute dynamic and enticing cover lines, ticker copy and any additional headlines for the weekly covers and fashion stories to encourage maximum click through.
- Research/Write questions for US based designer and related video shoots
- Attend buying and market appointments and report on to US editorial team- Catalog and funnel trend, business, designer news and information into various parts of the business such as: magazine ideas to support, video ideas, other ideas to cover the US Market.
- Manage trend information each season for buy team, PR purposes as well as ideas meeting and Notes.
- Write Style Tips and other Styling Related copy for US produced shoots and Trend Presentation, Story Concept Presentations
- Work on special projects such as video and one-off designer specials.
- Provide copy for Power Points, Idea Pitches, Trend Presentations, and meeting round-ups.
- Liaise with external contacts to acquire quotes, images etc. when relevant
- Assist in checking the weekly issue, Notes and additional look books for technical errors and copy /sku mistakes
- Assist in working with Product Editorial Writer to insure cohesive tone between product editorial and written editorial.
- Ad hoc editing/creation of marketing copy, email copy and general site copy, when required.

**Essential Skills and Requirements:**

- Demonstrate solid understanding of the luxury fashion industry
- Extensive knowledge of and interest fashion industry, history, trends, culture, zeitgeist, fashion blogs, and relevant cultural references.
- A real sense of runway looks and what trends are happening each season
- Flair and individuality combined with awareness of NET-A-PORTER style.
- The ideal candidate will have strong communication and organizational skills with the ability to multi-task and meet very tight deadlines.
- You must be able to approach all problems and issues with a positive 'can do' attitude.
- Able to work well within a team
- Able to meticulously check skus and copy for errors
- Refined fashion sense
- Proven ability to work quickly and effectively with an eye for detail.
- Pro-active and able to show initiative/ideas
- Ability to cope well with the demands of a rapidly growing company.
- Excellent work, client, and customer care ethos.
- Diligent and self-motivated
- Proficient in PC, PowerPoint, MS Word, Excel.

PC Efficient

Word, Outlook, Excel

Magazine experience preferred.