

COM 631

Portfolio – Media List & Media Advisory

Chelsea Allen

4/30/2024

Final Portfolio

Media List & Media Advisory



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FOR IMMEDIATE RELEASE
April 30, 2024

ASOS ANNOUNCES PARTNERSHIP WITH SUNY FASHION PROGRAMS

Retailer Holds Press Conference to Announce Partnership with Three
State University of New York Fashion Degree Programs

What: The State University of New York (SUNY) is distinguished for educating some of the fashion industry's most innovative designers and contributors. Fashion degree programs at Fashion Institute of Technology (FIT), Buffalo State University, and SUNY Oneonta are known for their progressive approach to fashion education, emphasizing creativity, sustainability, and industry relevance. ASOS, the global fashion retailer, announce an exciting partnership with SUNY, the New York State hub for fashion education. The partnership aims to further foster creativity, support emerging talent, and provide unique educational opportunities for students pursuing careers in the fashion industry.

To learn more about SUNY's Fashion Degree programs, visit:

<https://www.suny.edu/attend/find-a-suny-program/undergraduate/?CampusID=50>

To learn more about ASOS, visit: <https://www.asosplc.com>

When: June 7, 2024; 12 p.m.
Photos and interview opportunities available at 11 a.m.

Where: SUNY Global Center
116 E 55th Street
New York, NY 10022
Parking available in Ramp below building
Public transportation – E Train is a five-minute walk to SUNY Global Center

Who: Notable Attendees:

Jose Antonio Ramos Calamonte, ASOS Chief Executive Officer
Sean Trend, Senior Vice President North America
John B. King, Jr., SUNY Chancellor
Joyce F. Brown, President of Fashion Institute of Technology
Dr. Bonita Durand, President of Buffalo State University
Alberto Cardelle, President of SUNY Oneonta
Laticha Brown, Department Chair, Fashion Business Management at FIT
Dr. KeunYoung Oh, Department Chair, Fashion & Textile Technology at
Buffalo State University
Dr. Ronald M. Allen, Department Chair, Fashion & Textile at SUNY Oneonta
Elaine Welteroth, Fashion Journalist and TV Host
Goldie Blumenstyk, The Chronicle of Higher Education Senior Writer
Alexandra Michler Kopelman, American Vogue Director of Fashion Initiatives
Khiari Barino, Influencer (Content Focus: College & Fashion)

Media List

1. Business of Fashion
Contact: Sheena Butler-Young, Senior Correspondent
Email: info@businessoffashion.com ATTN Sheena Butler-Young (direct email not listed)
Publication Specifics: Fashion publication with a keen focus on the business of fashion
2. Nordstrom Media Network (NMN)
Contact: Media Contact Inquiry (site does not list contributors)
Email: NordstromPr@nordstrom.com
Media Network Specific: Media platform that allows brands affiliated with Nordstrom to share their stories – ASOS is an affiliated brand of Nordstrom
3. The Chronicle of Higher Education
Contact: Kate Hidalgo Bellows, Staff Reporter
Email: maureen.ryan@chronicle ATTN Kate Hidalgo Bellows (direct email not listed)
Publication Specifics: A news publication dedicated to covering colleges and universities
4. Buffalo News
Contact: Janet Gramza, Higher Education Reporter
Email: jgramza@buffnews.com
Publication Specifics: Local news publication for Buffalo, NY
5. The Daily Star
Contact: Lauren Takores, Staff Reporter
Email: ltakores@thedailystar.com
Publication Specifics: Local news publication for Oneonta, NY
6. The New York Times
Contact: Anemona Hartocollis, National Education Correspondent
Email: anemona@nytimes.com
Publication Specifics: National news publication based in NYC
7. Kensington Grey
Contact: Nicole Bynoe, Director of Campaigns and Creative Partnerships
Email: brandpartnerships@kensingtongrey.co ATTN Nicole Bynoe (direct email not listed)
Agency Specific: Influencer and Digital Agency that represents Khiari Barino and other influencers whose content focuses on both college and fashion