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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 55<sup>th</sup> 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](mailto: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](mailto: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](mailto: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](mailto:jgramza@buffnews.com)  
Publication Specifics: Local news publication for Buffalo, NY
5. The Daily Star  
Contact: Lauren Takores, Staff Reporter  
Email: [ltakores@thedailystar.com](mailto: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](mailto: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](mailto: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