

COM 631

Portfolio – Planning Sheet & Feature Story Email Pitch

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Final Portfolio

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Planning Sheet

Story Idea: ASOS to introduce a new home collection. Customers will now be able to shop ASOS' website for both clothing and home décor. The implementation of ASOS home collection will expand ASOS' product line and customer reach. This new collection emphasizes ASOS' commitment to individual expression in both clothing and home interiors.

Goal: to generate interest and coverage around ASOS's venture into the home decor market and position ASOS as a go-to destination for fashion-forward individuals looking to personalize their homes with style.

Target Audience: Fashion Journalist, Interior Design Journalist, Fashion editors, Interior Design editors, influencers in both fashion and interior design, and ASOS current and future customers. Also, consumers of H&M Home and Zara Home as ASOS Home Collection would be a direct competitor.

Type of Pitch: Print

News Outlet: domino. A digital stylish life and home publication, whose aim is to be the ultimate guide to home and décor with a mission of bringing content, community, and commerce together (domino.com). Domino spotlights these home and décor topics: design by room, design inspiration, renovation, style & shopping, housekeeping, and lifestyle.

Media Contact: Julia Stevens. Stevens is a style editor for domino who covers shopping. She has written countless articles on domino.com spotlighting home décor items and items readers should purchase. She typically writes and publishes 4-5 articles per month on domino.com.

This will be my initial contact with this media contact.

Subject: Feature Story Pitch: ASOS Launches a Trendy Home Collection

Dear Julia Stevens,

When you think of ASOS, what comes to mind?

If you said trendy clothing and accessories, an extensive array of options for inclusivity, fast shipping, or perhaps an integrated e-commerce website, you're right! Starting August 1, 2024, you can add home décor to that list!

ASOS, the global fashion retailer, has outfitted its consumers for decades with trendy clothing and accessories. Our mission is to give fashion lovers the confidence to be whoever they want to be – and we want to extend our mission to include our consumers' homes.

ASOS is excited to introduce ASOS Home Collection.

ASOS will offer a curated selection of home products, including stylish bedding, trendy tableware, and fashion-forward décor items. Each piece of the home collection will embody ASOS' signature aesthetic – versatile and trendy.

Like ASOS' current product offerings, consumers can explore and purchase ASOS home collection on asos.com. ASOS premier membership will extend to include the home collection allowing for unlimited and free express shipping on new home items.

As a fashion-forward home and lifestyle destination, domino.com values new and exciting décor discoveries and featuring ASOS Home Collection would be timely and relevant due to the growing trend of fashion-forward individuals seeking to extend their personal style into their living spaces. ASOS's entry into the home decor market on August 1, 2024, represents a significant expansion for the brand and aligns with the current interest in curated, accessible home decor options that reflect individual aesthetics. This article would provide domino.com's audience with valuable insights into ASOS's approach to home decor, highlighting key trends, featured products, and the brand's unique perspective on blending fashion and interior design.

To add a visual appeal to the article, I have provided curated key pieces from ASOS Home Collection, that will not only complement the story but also illustrate to consumers how these new home offerings can transform their living space. [Items are attached to the email]

Additionally, if you are open to the opportunity, I could arrange an interview with Executive Vice President of Product at ASOS, Elena Martinez Ortiz. Ortiz can provide insights into the inspiration and discuss the vision behind the new home collection.

I appreciate your commitment to reporting on home and lifestyle and value your journalistic approach to each story you present to domino.com readers. If you require additional information regarding ASOS Home Collection, please reach out to me via phone or email listed below.

Best Regards,
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