

The next big thing in fashion PR

 By Jenna McArthur

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The PR landscape is constantly evolving and finding new ways and means of reaching communities.

Jenna McArthur, owner of fashion PR agency [Jenna McArthur PR](#), maps out what's next in 2016.

Say goodbye to the traditional press release

In 2015 Microsoft revealed that our attention span is less than that of a goldfish, a clear indication that something's got to give when it comes to the standard two- or three-page press release. Besides, editors will edit your release for their print pages or online platforms. To ensure that your client does make the grade, a release has to be condensed and packaged in such a way that quotes or paragraphs can stand alone, making the editor's work that much easier.

The death of project-based campaigns

PR is about *ongoing* relationships with the emphasis on ongoing. This requires integrated thinking to provide a seamless flow of usable content. This brand building can't be done on the basis of once-off collection or glamorous events, not even with seasonal shows that perhaps happen four times a year. It will be increasingly important to work with clients to hone a long-term approach, to help find and facilitate collaborations that will resonate with their target market and that will bring the desired results.

Get visual

Visual content is on the up. Capture the core of a brand in (professional, high-res) photographs and bring across the story visually. The way you pitch a story is important and to be relevant in your storytelling you need to know who you are talking to.

Engage the reader. Tell a story, have an opinion and produce content that stands out. Generic is out and tailored, targeted content is in. To love fashion is to fall in love time after time and this is where powerful, beautiful visuals are crucial. In 2016 video content packaged for online use will increasingly come to the fore too.

Real time

Today PR is immediate. A message, news and content can be - and has to be - shared in real time as it happens. Tomorrow morning it will be yesterday's news. Snapchat, Instagram, Twitter and video content will continue to dominate as the focus as mobile keeps growing. It's about connecting with people instantly and bringing them news in a way that is authentic and inspiring that they will want to share with their followers. The bottom line is no longer just to inform but to inform, entertain and evoke emotion, all of which works to nurture relationships - which is what PR is all about.



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You're only as good as the company you keep...

Now more than ever, PR is about credible reputation management. The world of fashion can be fast, fickle and flash, and more and more brands and designers are looking to present substance and depth. Our job is to tell stories, not to spin stories, and this involves collaborating with other brands and people who are credible. Without substance there is no content and without content there is no PR. Similarly, agencies have to ensure that the company they keep is honourable. Your team is your brand builders and it is important to know each of their strengths and weaknesses. Lengthy, laborious performance reviews are being replaced by ongoing constructive communication to ensure faster growth and development.

Office design is key

2015 was all about shared work space and mobile desks. In 2016 it will be about being smarter. In a trend that extends beyond PR, office design will be used to encourage interaction to increase productivity. At JMPR we're in the process of moving offices and with it will come a shift in mindset. Think a flexible layout and no more designated desks. A lounge-like layout will allow free-flowing conversations (the new brainstorming) that will make it easier to bounce 'what ifs' around. Bye bye barriers - we're working smart.

2016 is an exciting time in the world of PR - its about a 360-degree approach, layered content and integrated communication - the demand means a change of thinking, a change of tactics and the urgency for PR to understand that they are in essence content creators.

ABOUT JENNA MCARTHUR

Jenna is the owner of bespoke PR agency, Jenna McArthur PR
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