



Do's and Dont's of the Fashion Jobs Applications

Hello there



Before we dive in, I want to introduce myself just in case this is the first time we are seeing each other!

I'm Giada Graziano a fashion career expert and the founder and CEO of the first fashion career advice platform Glam Observer.

I've guided and mentored thousands of fashion enthusiasts from all over the world turning their career dream into reality since 2014 . I'm also the first ever fashion career expert recognized by Forbes in their prestigious Forbes 30under30 list, in March 2020. And you might have heard about me in publications such as Marie Claire and Elle.

But a decade ago I was right where you probably are today: I wanted to start my career in fashion but I had zero connections, zero fashion background and I was not living in a fashion capital (I only moved to Milan later after I graduated in management engineering, yep definitely not a fashion degree!)

I experienced all the struggle... I felt completely outside of the fashion industry... but I was determined, I had this big dream!

So I used some unconventional ways to get noticed by fashion recruiters despite my lack of experience. I applied and got 3/3 internships! I decided to start with Yoox-Net-A-Porter which was my dream company.

Fast forward I then worked in fashion e-commerce for Alexander McQueen and, in the summer of 2017, I quit my job in fashion to focus full-time on Glam Observer and help as many fashion enthusiasts like you getting a job in fashion.

Over the past 7 years I've shared the tips I used to start my career in fashion to help thousands of fashion enthusiasts from all over the world landing their dream jobs as well at companies such as Christian Dior, Tory Burch, Loro Piana, Trussardi, Vogue, CRFashionBook, L'Officiel, Sandro Paris, Stella McCartney....

I love listening to the success career stories of the people I've helped. It's truly what gets me up in the morning.

And I want to help you get your dream job in fashion , too even if you are starting from scratch and have no fashion background!

I believe in you. I've prepared for your two 4-quadrants-matrix on the do's and don'ts of the fashion job applications. Let's do this.

Giada

Don'ts

1 Don't wait for the job to get posted online

If your favorite brands have not posted a new job recently that you can apply for, be resourceful and email them!

2 Don't make it about you

Even if you you'll be the happiest person on the planet to get the job at that brand you love, don't make it about you, but about the company. How can you help them? How do your skills make you the best person for that job?

Be enthusiastic and show you have passion but always make it about them.

For example, instead of saying:

"I want to get the job because I love the brand and I want to learn"

say:

"I'm driven and my desire to learn and the passion I have for this company and the fashion industry will make me the best resource you've ever had!."

Don'ts

3 Don't limit yourself

Write a cover letter and put together a portfolio even if they are not required, don't submit only your resume.

The portfolio is not something just for fashion designers, anyone who wants to get a job in fashion, even stylists, those who want to work in PR, social media, marketing, those who want to write for fashion magazines... can create a portfolio to show some work.

PS the work on your portfolio doesn't necessarily need to be previous projects of your past work experiences. They can be personal projects that you invent now just to show them your skills and what you could do if they give you the job! Be resourceful, prove that you can do the job despite your CV is still short and with no experience!

4 Don't send your CV only

Even if you are at the beginning of your career and you have no experience and no fashion background, you can get a job in fashion! And you can even work at your favorite top fashion brands! Just explain yourself in the cover letter and use other documents such as your portfolio to demonstrate your skills. If you use an unconventional application you'll stand out even among those who already have some experience or more qualifications! So don't be afraid to apply. If what you are currently doing is not bringing you results and you're still struggling to get a job in fashion, don't change your dream and don't fall into the trap of thinking that you are not enough. You are enough! Don't change your dream, change your actions!



1

Do your research

Before applying for any job or internship and even before a job interview, do your research about the company. Who have been the designers? When it was established? What's your favorite collection?

Visit the company's website, the social profiles and read as many online articles as possible. When you apply, you may be potentially called for a first phone interview a minute later. You do not want to be unprepared...

2

Personalize your application

Add something personal about the brand or the person to your application (in your CV, cover letter, email...) to make sure that they know you are not just randomly applying for many jobs but that you did your research because you are really interested in working with them and get that specific job.

Make them feel extra special and show that you spent the time to impress them because you are very interested in working there!

3 Surround yourself with other like-minded people

Connections are key in fashion. Start building your fashion network today. You can do so via LinkedIn and Instagram. Don't just connect with famous people in the industry, but connect with fellow students, interns, assistants so you can share experience and real advice with! Surround yourself with an inspiring community of fashion enthusiasts to talk about fashion, keep the motivation going but also exchange opinions and job opportunities! Most of the jobs in fashion are assigned through word of mouth which means that your fashion friend can recommend you for a job at their company! Network, network, network! (ps networking is also for introverts especially thanks to emails and social messages!)

4 Keep learning and growing. Work on yourself

The fashion industry is hiring for potential. They hire resourceful people who want to learn, grow, and think out of the box. If you want to get far ahead in your career do what successful people do: invest in yourself to become the best resource ever. Be ambitious and angry for always wanting to learn more: read books and fashion industry websites, listen to podcasts, take online courses to boost not only your resume but your knowledge, inspiration and to anticipate your career growth.

Who is going to be the next famous fashion industry professional? YOU of course! Only by investing in yourself and consuming a lot of content, you'll become the smart and resourceful person the fashion industry wants to hire! invest in yourself and never stop learning and growing.

Want more tips?

Articles to read:

- [Fashion Industry Myth | I have nothing to add to my resume, I'll never get a job](#)
- [Where and why to learn more about the fashion industry](#)
- [The fashion industry is hiring for potential. What should you do?](#)
- [Growth Mindset: what it is and why you need it right now for your career in fashion](#)

FREE MASTERCLASS:

3 Unconventional strategies to stand out and get a job in fashion fast!

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Let's connect!

@glamobserver

Speak soon!

xx
Giada