



DO'S AND DON'TS OF FASHION JOB APPLICATIONS

STAND OUT. AVOID MISTAKES.

**LAND YOUR DREAM FASHION ROLE EVEN IF YOU HAVE NO
EXPERIENCE.**

Welcome!

I'm Giada, founder and CEO of Glam Observer – the fashion career platform designed to help you land your dream job in fashion, even if you're just starting out, have no experience, or didn't go to fashion school.

Helping ambitious fashion enthusiasts turn their passion into real careers is what drives everything I do.

My goal?

To make the fashion industry more accessible by giving you the exact tools, strategies, and support you need to break in — with confidence and clarity.

Over the past 7+ years, I've helped 3,000+ students worldwide land internships and jobs at companies like **Vogue, Dior, LVMH, Prada, and Net-a-Porter**, using the strategies I teach.

I know what it's like to feel like an outsider. **I didn't start with connections, experience, or a fashion degree — but I still landed my first internship at Alexander McQueen, and everything changed from there.**

Throughout this guide, I'll walk you through the biggest do's and don'ts of fashion job applications, so you can avoid the mistakes most beginners make — and instead, stand out and get noticed.

By the end of this PDF, you'll feel more confident and equipped to apply like a fashion insider (even if you're just getting started).

Let's get started — your dream fashion job is closer than you think ✨

xo,
Giada



Do's

1 Add a portfolio- even if you have no experience.

Most people believe portfolios are only for fashion designers or stylists. But whether you're aiming for a role in PR, marketing, editorial, buying, merchandising, or product development, a portfolio can be your secret weapon — especially if you're just starting out and don't have work experience.

💡 Yes — you can create a portfolio without ever having worked in fashion.

If you're taking a course like my Break Into the Fashion Industry course, for example, you'll work on real fashion projects that simulate the same tasks you would complete during an internship. These can be included in your portfolio and act as proof of your skills, creativity, and understanding of the industry.

What truly matters isn't whether the project came from a real job or a class — what matters is the result. If your work looks like something a fashion intern would do at a top company, then that's what recruiters will see.

📁 A portfolio allows you to:

- Demonstrate your understanding of the fashion industry
- Show how you'd apply skills for a specific role
- Prove your creativity, passion, and attention to detail
- Give recruiters a clear reason to consider you, even if your resume is short

🗣️ Fashion recruiters often say that a great portfolio is what makes someone stand out among the 500+ applicants who only submit a resume and cover letter.

Even just 2–3 solid projects in your portfolio can instantly elevate your application — and say, “Look, I already know how to do this job,” even if you haven't had one yet.

Do's

2

Research the company

You must know everything about the company you are applying for: who were the designers, when it was established, 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. Fashion brands aren't just hiring for skills — they want people who understand their identity. Your resume might be great, but if your cover letter or application feels generic, you'll be overlooked.

💬 Instead of saying, "I love fashion," say, "I admire how your FW26 collection redefined tailoring through sculptural silhouettes."

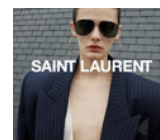
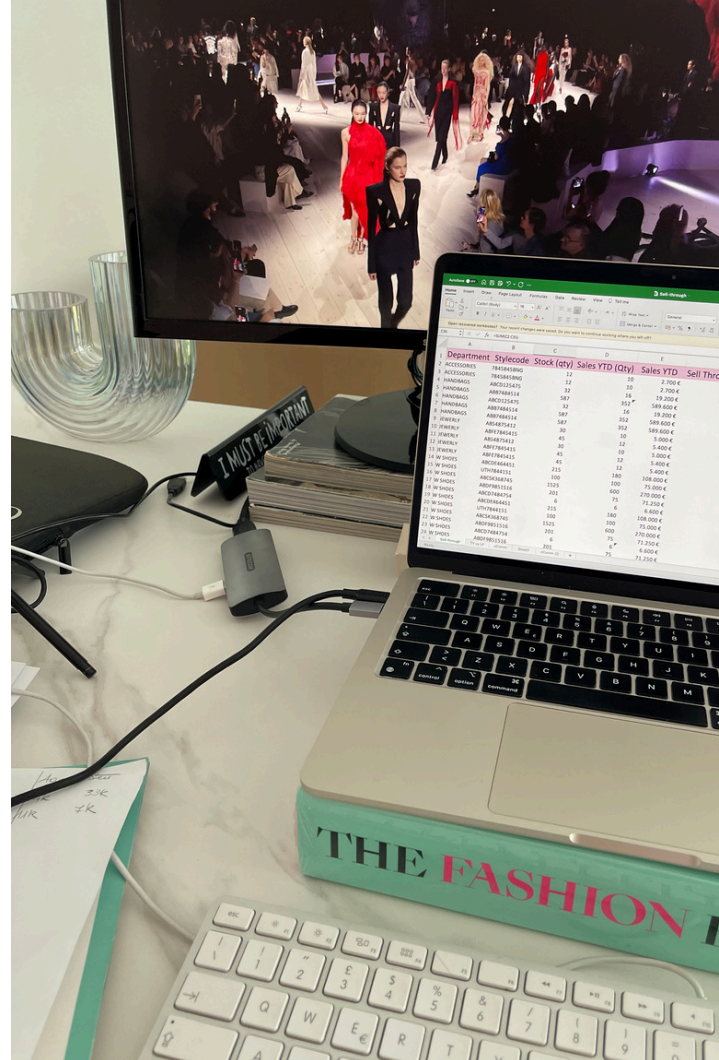
This shows you know what the brand stands for, and that you're not just applying randomly.

Do's

3 Learn Excel — it's a hidden key to many fashion jobs

You might not expect it, but Microsoft Excel is one of the most used tools in fashion offices, especially in buying, merchandising, marketing, e-commerce, and PR.

📈 Recruiters may even test you during interviews (just like they did with me at Alexander McQueen). Knowing Excel shows that you're ready to handle reports, analyze data, and stay organized — which is essential, even in creative roles.



SAINT LAURENT Buying Intern NY

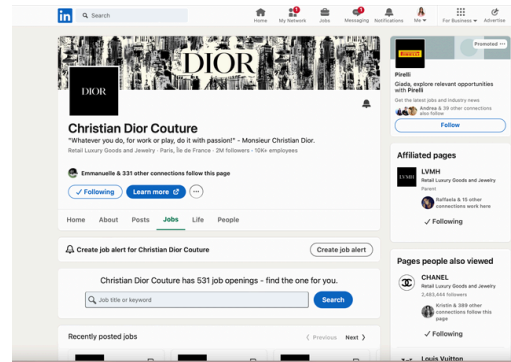
Student (Fixed Term) (Trainee)
Merchandising
Northern_america · United States Of America · NEW YORK

An organized, rigorous and, autonomous worker
A person with good analytical skills and a strong team spirit
Thorough mastery of Excel
Fluent in English & French

Do's

4

Use LinkedIn



Many fashion beginners overlook LinkedIn, thinking it's only useful for business roles or senior professionals. But in reality, LinkedIn is one of the most powerful tools you can use to break into the fashion industry — and most people applying for internships or entry-level roles aren't using it well (or at all).

Here's how LinkedIn helps you stand out:

- ✓ You show up when recruiters search for junior talent
- ✓ You can connect with professionals from your dream brands
- ✓ You can follow companies to see job updates before they go live on traditional sites
- ✓ You can send cold messages and introductions in a professional way
- 💡 Your LinkedIn profile is basically a second resume — but it can be way more dynamic. You can upload your portfolio, highlight your projects, share insights on your favorite trends or collections, and comment on industry news to show your personality and point of view.
- 📌 Tip: If you apply for a job online, and then message someone from the company on LinkedIn (even just to say you're excited about the opportunity), that small action could be what gets your name remembered.

Don'ts

1 Don't send the same resume, cover letter, or portfolio to every job

Recruiters can smell a generic application from a mile away. When they see no mention of the brand, no role-specific keywords, and no personalization, they just skip it.

- ✂ Always tweak your materials to match each opportunity.
- 🎯 Mention skills from the job description, name the brand, and explain why you're applying for that specific position.



Don'ts

2

Do not just wait for jobs and internships to get posted online.

Many fashion jobs aren't advertised. Cold emailing is one of the most effective ways to get your foot in the door.

🔥 In fact, most of my students who landed internships did so through cold emails, not job boards.

Introduce yourself, share a short message, link your resume/portfolio, and show interest in a specific department. You don't need to wait for an open role to show up.

Don'ts

3

Don't make it all about you

Saying “I want to work at your brand because it’s my dream” isn’t enough.

🧠 Brands don’t hire you to fulfill your dreams. They hire you to contribute to their goals. Instead, focus your message on:

- What you admire about their brand
- What skills or value you can bring
- How your mindset or aesthetic aligns with theirs

🎯 Make it about them, not just you



Don'ts

4

Don't believe that not having experience means you're not good enough

If you've been telling yourself, "I can't apply — I don't have experience", or "they are ignoring me because I don't have experience". - you're not alone.



But here's the truth: everyone starts without experience.

Every fashion professional you admire — from Vogue editors to LVMH marketers — once had an empty resume, too. No contacts, no impressive roles. Just ambition.

The difference?

They figured out what steps to take and how to present themselves in the right way.

It's not about waiting until you're "ready" or hoping someone will magically notice you.

👉 You need direction. You need a strategy. You need to take action.

Because without experience, the smartest thing you can do is show that you're serious, prepared, and informed — that's what turns "no experience" into "let's bring them in."

JOIN ME FOR MY FREE MASTERCLASS

Ready to go from fashion dreamer to job-ready candidate?


In my free masterclass, I'll walk you through the exact steps you need to land your first fashion internship or job — even if you don't have experience, a fashion degree, or contacts in the industry.

UNCONVENTIONAL STRATEGIES TO BREAK INTO FASHION

YOU'LL LEARN:

- ✓ The 5-step method to apply for jobs with confidence (and get noticed)
- ✓ How to stand out in a competitive market — even without experience
- ✓ Tips for your resume, cover letter and portfolio
- ✓ Where to find hidden job and internship opportunities
- ✓ How to present yourself as a top candidate, even if you're just starting out

I've used these strategies myself and taught them to over 3,000 fashion students worldwide — and I want to show you how to apply them too.

 **You don't need more luck, more degrees, or more waiting — you just need the right strategy.**

This training is completely free, and it could change the way you approach every fashion job you apply to from now on.



with Giada Graziano
Founder & CEO of
Glam Observer

 **GRAB YOUR FREE SEAT NOW**