



# PORT

FASHION COMMUNICATION

2024

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ERINANGIEE

# FOLIO

# ABOUT ME

CURATION, STRATEGY & MANAGEMENT



I am a self-starting and detail-oriented professional, accomplished in Creative Direction, Curation & Brand Strategy. Having worked with some of the up-and-coming sustainable innovators in the fashion industry, Erin wants to add value to your brand by facilitating effective first-class concepts that elevate your identity.

# ERIN

# BRETT/ FASHION COMMUNICATION

## SCHOOL

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### UNIVERSITY FOR THE CREATIVE ARTS

BA (Hons) Fashion Image & Styling  
*Rochester & Epsom / 2021 - 2024*

Extended Diploma in Art and Design  
*Rochester / 2019 - 2021*

Level: Distinction

## CERTIFICATES

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### LVMH

Inside LVMH Certificate

*Issued July 2023*

Credential ID: 6e846f593e

### LULULEMON

Omnichannel Marketing Job Simulation

*Issued September 2023*

Credential ID: yso9jrGoiCDCaXmH5

## SKILLS

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- Proficient in Adobe Creative Suite
- Proficient in Microsoft Office
- Knowledgeable in Social Media Platforms and Strategy Analysis
- Keynote Powerpoint & Google Slides
- Equality, Diversity & Inclusion

Graduating BA(HONS) Fashion Image and Styling student, imaginative and enterprising, with strong analytical and communication skills, knowledge of fashion culture and focus on sustainability. I am eager to gain an opportunity to work and learn from a professional and authentic fashion brand.

## WORK

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### Social Media Marketing Intern

*Uri Studio*

*Jul 2023 - Sep 2023*

Sustainable artisan brand that specialises in luxury handwoven products, including handbags and homeware. Intern tasks include:

Content Creation, Copywriting, Scheduling Posts, Hashtag Research, Community Engagement, Competitor Analysis, Trend Spotting / Research and Campaign Support

### Social Media Strategy Intern

*Everyday Phenomenal*

*Apr 2023 - Jul 2023*

Sustainable luxe womenswear brand that combines style & comfort with the philosophy of mindfulness and wellbeing. Specialising in the brand communication and strategy on diverse digital platforms.

Intern tasks Included: Developing the tone and voice to strengthen the social media channels, Create engaging Reels, IGTV videos, Source creative content across social media platforms to contribute with overall media strategy & Research audience preferences and discover current trends.

### Public Relations Intern

*ROR PR*

*Jul 2022*

Freelance public relations agency, specialising in communication consultancy for sustainable luxury fashion and accessory brands:

Intern Tasks included: creating visual press releases/emails in Photoshop, research tasks for clients (to identify influencers for gifting opportunities) while also updating databases and company systems for efficient communications within the team. This was a one month work experience opportunity.

**Contact via email: [erinangjee@gmail.com](mailto:erinangjee@gmail.com)**

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CURATION, STRATEGY

W  
M  
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WORK

& MANAGEMENT



# SUNSCREEN MAGAZINE

As my final major project, Sunscreen was created for girls who always have their glasses on their heads. It's time to stop! Glasses are stylish and it's time for that narrative to change. I have been an optical assistant for five years styling women of all ages. I was repeatedly disheartened to have women going for the same square black frame because they felt like they had no other option. Sunscreen is here to prove that glasses are worth wearing. From punk to party each editorial celebrates individuality for every occasion.

The name Sunscreen comes from the function of eyewear. There are two elements on the spectrum Prescription glasses and sunglasses both with opposite functions. Glass lenses absorb light to assist a person's vision and sunglasses reflect light. Glasses are often seen as handicaps while sunglasses have been related to the celebrity image since the 1920s, so I wanted to create a magazine that promotes the novelty of glasses and individualistic style and gives girls the confidence to wear glasses freely. I collaborated with my cohort delegating roles to create a cohesive contemporary magazine that will change the narrative of the optical industry.

























# FASHION IMAGE STYLING

2021-2024

A collection of my strong developmental and collaborative outcomes during my degree at UCA. Ranging from Product styling to editorial shoots. I worked independently and with my cohort to creatively direct first-class quality images.

ERIN BRETT



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DEVELOPMENTAL & PROJECT OUTCOMES









pap+ powder

pap+ teeth whitening pen

corrector Serum

fluoride+ toothpaste

# glow



**“Let them eat cake...”**

hismile presents the everyday fast whitening bundles, a must for anyone's lavish oral rituals





# COSMOPOLITAN

APRIL / MAY 2022 . £2.99

**THAT GIRL.  
IT GIRL.  
WHO IS SHE...?**

sex appeal and a magnetic personality

**How consumed  
are we with our  
online lives?**

**WHAT IS A VIRTUAL  
INFLUENCER?**

**SUMMER IS  
COMING!**

**Are you ready for the  
influencer Olympics**

**"Her fog, her  
amphetamines  
and pearls."**

Soft & Glowly

**Blur the  
lines between  
reality and fiction**

**PARTY  
ERA!**

what you should be  
wearing to this years  
garden parties





# THE FANTASY GIRL



