

[Your Full Name]
[Your Address]
[Your Phone Number]
[Your Email]
[Your LinkedIn/Portfolio Link]

[Date]

[Hiring Manager Name]
[Fashion House/Agency Name]
[Company Address]

Dear [Mr./Ms./Mx. Last Name],

I am writing to express my enthusiastic interest in the Fashion Public Relations Assistant position at [Company Name], as advertised on [Platform Name]. Having closely followed [Company Name]'s recent campaigns for [specific collection or event], I am eager to bring my passion for high-end brand storytelling and my organizational skills to your communications team.

During my previous experience as a [Role/Intern] at [Previous Company], I developed a strong foundation in sample trafficking, media list management, and press clipping. I successfully assisted in coordinating [Event/Show], where I managed guest lists and backstage communications under tight deadlines. My ability to track industry trends and maintain relationships with stylists and editors aligns with the fast-paced requirements of [Company Name].

I am particularly drawn to [Company Name] because of your commitment to [mention a specific brand value, e.g., sustainability, avant-garde design, or digital innovation]. I am confident that my proficiency in [Software/Tools, e.g., Launchmetrics, Cision, or Adobe Creative Suite] and my proactive approach to problem-solving will allow me to contribute effectively to your PR efforts from day one.

Thank you for your time and for considering my application. I look forward to the possibility of discussing how my background in fashion communication can support the continued growth of [Company Name].

Sincerely,

[Your Signature]

[Your Printed Name]