

Introduction to Media and PR Within the fashion industry

Assignment 1: Press Release (40% of Module)

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| Aim | <ul style="list-style-type: none">• To produce press releases in the correct format covered during workshops, showing a command of the basic principles of writing for fashion promotion |
| Objectives | <ul style="list-style-type: none">• To demonstrate students' ability to assess news values in a public relations context, to choose the correct structure and write suitable introductions and headlines |
| Marking Criteria | <p>Marks will be awarded for:</p> <ul style="list-style-type: none">• Correct format• Correct structure• Accurate punctuation, spelling and grammar• Suitability of introduction and headline |
| Format | <ul style="list-style-type: none">• Produce separate A4 sheets in a plain A4 plastic punched pocket wallet• Complete, sign and include a UCLan LBS cover sheet (provided by tutor before submission)• No staples, binders or folders• 1.5 line spacing• Include your name and a page number on every sheet |

Using the following information, produce **two** press releases in the correct format, each of about 300 words suitable for

- 1) Daily Mail
- 2) Lancashire Evening Post

Jon McArthur is an entrepreneur who invented Breath-Ezi, an all-in-one sports outfit that is designed to offer comfort for athletes of all levels – and fashion conscious young people.

Jon, 27, is a graduate of UCLan's Fashion Design course and he lives with his wife Carol Conner, who is the host of Channel 4 programme the UK's Next Top Fashion Model. Their home is in Fulwood, Preston.

Jon said: "We are delighted that Breath-Ezi is gaining recognition across the UK and abroad. Our designs are all about comfort and style and we have had some very positive feedback from our customers."

Jon was a top junior athlete who held the national record for 200m when he was 18. He competed in the Commonwealth Games aged 20. He is the author of the best selling book *How to Dress for Success* and has featured regularly on television programmes such as BBC TV's *The One Show*.

Breath-Ezi caused a sensation when it was launched in 2008. The low-cost light fabric was adopted for the Great Britain cycling team.

But, following the success of the cyclists in the Beijing Games, the all-in-one outfit captured the imagination of young men and women who began to wear it as a style item. Fitness fanatic Madonna was one of the keenest supporters of the Breath-Ezi brand.

"It's light, comfortable and looks great," said Madonna. "I love Breath-Ezi and I wish Jon well with his latest ventures."

Following the success of the Breath-Ezi design, Jon's company, Mac Sports Retail, is expanding its operations to the United States. Jon will open a branch of Mac Sports Retail in Hartford, Connecticut.

The company began trading from the garage of Jon's father Allen six years ago. Jon's younger brother Stewart is a partner in the company.

Mac Sports Retail has grown from nothing to a £10million business in a short space of time.

Jon said: "When the British Olympic cycling team did well in the Olympics things really started taking off for us. Every time I see someone in the gym or

on the street wearing a Breath-Ezi design I have a feeling of pride.”

It was announced on October 14 that Breath-Ezi won the coveted Sports Design of the Year award for 2008, beating strong competition from Nike and adidas.

“We have taken Breath-Ezi from the gym and the sports track to the catwalk and the high street,” said Jon. “It shows that a simple idea can pay dividends.”

The Breath-Ezi all in one retails for £39.99. It is on sale at leading high street stores, but 80 per cent of the UK sales have come from online. The fabric’s silky, sweat resistant design has been praised by a number of leading athletes.

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Assignments should be handed in to your module tutor at the lecture/seminar scheduled for Thursday November 19 2009.

Alternatively, assignments can also be posted in the assignment box of PR 1005 module leader Chris Shaw in the cyber café at the Greenbank Building (GR 277) up to 5pm on Thursday November 19. This is the final deadline for submission of this assignment.

Plagiarism

The University regards with particular severity any use of unfair means in an attempt to enhance performance or to influence the standard of award obtained. It is therefore essential that you acknowledge an author's work that you may have used to support an argument in any of your assignments. In order to avoid accusations of plagiarism you should use the LBS Guide to Standard Referencing Practice. You are also advised to read the extract on plagiarism in the University Regulations. If you have any doubts on this important matter, you are advised to speak with the Programme Leader or the Chair of the Assessment Board.

Late Work

Work must **not** be placed in the assignment box after the assignment one final deadline of Thursday November 19 2009 (5pm) and it will not be accepted.

You must have written authorisation from the Division of Public Relations and Communication Management for submission of late work, otherwise you will be penalised in accordance with university regulations:

- Work up to 5 working days late - Maximum Grade 40%
- Work more than 5 working days late - Grade of 0%

24 September 2009 – Amended on October 15 2009