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BLOGGER INTERVIEW

MEET

Jordan Landes-Brenman Haute House Flower

by Joyce Darkoh

Jordan Landes-Brenman is a true expert when it comes to fashion and branding. A lifelong lover of all things fashion-related, she has an extensive and successful background representing clients in every facet of the fashion industry. After several years at her previous PR firm, Haute House PR, Jordan quickly rose to the top, serving as second in command to the owner as Director of Product Placement & Publicity overseeing thirty five brands. Since launching her bi-coastal fashion PR agency seven years ago, she has represented a wide range of brands, including women's luxury and contemporary apparel, accessories, jewelry, beauty, online fashion retailers, retail stores, and beauty salons.

Jordan has appeared in a plethora of celebrity trend segments on major TV networks, and she also serves as online style columnist for Ventura Blvd Magazine, and as a contributor for www.StyleMusicTV.com.

In July 2013, she successfully launched her personal blog Haute House Flower.

www.hautehouseflower.com
social media: @hautehouseflower
For PR inquiries email/ Jordan at jordan@hautehousepr.com

FSHN sat down with Jordan for this interview to get her expertise on fashion, PR and branding.

FSHN: Jordan, tell us a bit about your blog, Haute House Flower. What do you usually write about?

JL: Haute House Flower is a digital style destination written by a PR expert and digital strategist. Haute House Flower has a focus on fashion, beauty, a bit of lifestyle, and I am also expanding into fashion industry career advice, as a 10-year Fashion PR veteran and agency business owner.

FSHN: You also work full time in PR, Digital Strategy and Social Media. What made you start a blog and when did you start blogging on a regular basis? How do you find time for both?

JL: I started blogging on a regular basis in October of 2014, however it is a constant balancing act to work full time and blog. Although I remain dedicated and focused on my blog, I am still not able to give my Haute House Flower as much time and attention as I would like. There's a saying that you'll make time for the things that matter most to you, and it's so true. Whether it's the weekend, or an hour here or an hour there, you just make the time, and are happy to do it.

FSHN: What are some of the strengths a blogger should have to be or become successful?

JL: If it's a fashion blogger, a strong sense of personal style, social-media savvy, strong writing, brand or marketing knowledge, visual aesthetic, and the more they know about photography, and editing, the better!

FSHN: Where do you get your inspirations from?

JL: Magazines (old and new issues), Instagram is also big source of inspiration, as are other bloggers, and old movies, photographs, and art which I look to for a sartorial edge.

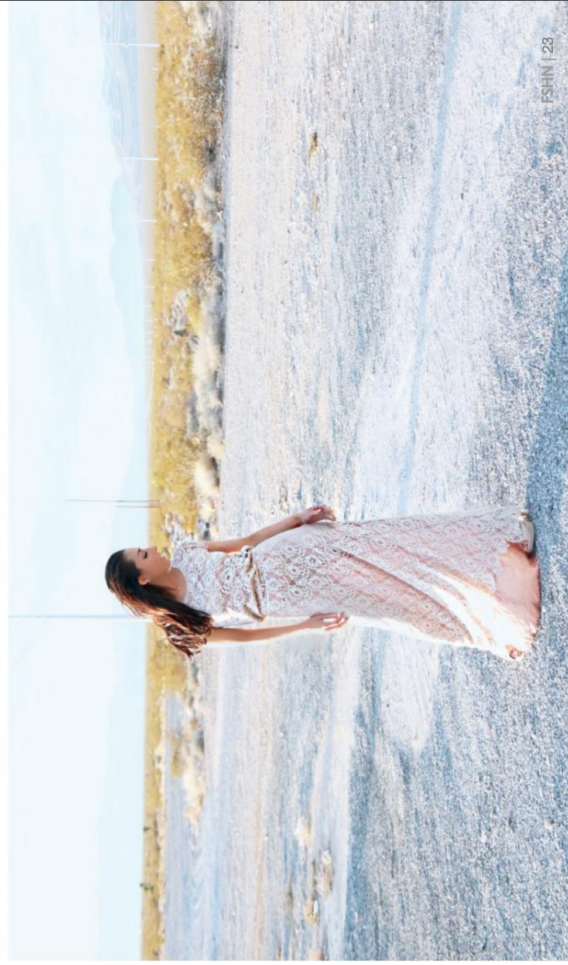
FSHN: Networking and collaborations seem to be important tasks for bloggers. What else should a successful blogger put on her or his checklist?

JL: They are extremely important, however the foundation for a strong blog and social media presence has to be in place first. This includes consistent, regular social media posting, daily community engagement on all of their social media platforms is extremely important (interacting with comments, likes you receive on your posts), creating beautiful content, and blogging regularly.

FSHN: In your opinion, what attracts readers more when browsing through blogs: a good image, the content of a blog, an eye-catching headline, or an interesting blog name?

JL: Gorgeous imagery and an eye-catching headline is what captures their attention first. The content and writing is what keeps them.

An interesting blog name is important, but is more important for growing awareness on your social media platforms.





FSHN: As a PR expert, what value do bloggers have in the area of brand marketing?

JL: Bloggers are now on par with celebrities (and in many cases, have surpassed celebrities) in terms of importance for brands. Not only are bloggers good writers, and extremely talented content creators, they are successful influencers, are incredibly business-savvy, and are proficient in branding and marketing. While celebrities are many times hired for their personal style and pop culture status, bloggers offer brands a unique platform, in that they are hired for their talent, branding abilities, social media expertise, in addition to their style and digital following.

FSHN: What has been the best collaboration or event you have attended so far?

JL: I would have to say that meeting Diane Von Furstenberg in person at a blogger event was a major moment for me. She's been one of my industry icons for as long as I can remember, so getting to spend one-on-one time with her was absolutely incredible!

FSHN: Where do you see the success and importance of menswear bloggers compared to their female counterpart?

JL: I think there is so much room for growth with menswear bloggers. There are a million female bloggers, and a handful of successful male bloggers. I have friends that are male bloggers and they instantly get more attention at events, and online just because it is more rare to be a male blogger who can convey a stylized aesthetic. Male bloggers provide men with something that is so rarely offered to them: an accessible voice that they trust in fashion, grooming, and lifestyle. I can't wait to see how menswear bloggers continue to develop and grow!

FSHN: If you were allowed to keep 4 clothing items in your closet, what would they be?

JL:

- 1 Chanel Coat (a classic that never goes out of style, and a college graduation gift from my parents)
- 2 My boyfriend's late grandmother's beautifully sentimental diamond ring that he gave to me when she passed.
- 3 My ancient Black Diane Von Furstenberg Wrap Dress (it's perfect for any, and every occasion)
- 4 The first time I went to NYC for a work trip 8 years ago, I found a pair of killer Alaïa nude heels (on sale!) I've worn them countless times, have had them repaired 3 times, and yet they never let me down. They're comfortable and they go with absolutely everything!

FSHN: Is it true that bloggers receive a lot of freebies from brands and companies? Are there any strings attached?

JL: It is true, however there are strings attached. Brands are sending these items to you with a hope that you'll take a picture, post and tag their brand on your social media, and/or do a blog post about it. While some brands might not define their ask, that's the purpose. Anything that I receive for free, I only accept if it's something I am organically interested in (and would pay money for anyways). It's important to stick to your personal taste, and say no to collaborations that aren't on brand. If you don't, what value is that offering to your reader?

FSHN: You live in sunny California. What do you do in your spare time? Can you relax when not working or do you constantly search for new outfits or products to blog about?

JL: In my spare time, I can be found relaxing with my family, friends, boyfriend (also my photographer!) and rescue malipoos, Lola and Marcel. :) However, I have to say, I love what I do, and kind of live and breathe blogging in my spare time. To me, brunch with friends is also a fun opportunity to capture quick, beautiful content. I may not do a full-scale photoshoot on every outing (my friends would kill me!) but every time I'm somewhere beautiful or interesting, I can't resist Snapchatting (follow me on Snapchat at: HauteHouseFlowr) or taking photos on my camera for my blog and social media.

FSHN: In your opinion, what are the must-haves for this upcoming summer?

JL: We're seeing a resurgence of the 70's, as well as mod nods to the 60's; yet today's take on everything is a bit more modern, easy to wear and elegant. More than anything, the trend is for everyone to embrace their own natural beauty and style, it's less about this season, or this trend, and more about personal style.

- A little white dress, and anything lacy and feminine
- One piece swimsuits
- Nude monochromatic clothing, also monochromatic pastel dressing - this also applies to beauty!
- Lace up sandals (a chic take on the gladiator, and much more flattering on everyone's feet!)
- Maxi Dresses
- Off the shoulder everything! I personally love this trend, it lets you show a little skin, stay cool, and is so elegant, yet is still appropriate for many occasions.

