

Junior Emily Anderson is Conquering Fashion PR at C&M Media

by Samantha Walla

Manhattan College students enjoy many distinctive perks as a result of their location in the Bronx. Perhaps the most rewarding is the opportunity to gain work experience through internships with leading employers within their field.

Junior public relations student Emily Anderson starts her day at the No. 1 train at 28th St. three times a week for her commute to C&M Media, a fashion PR firm handling luxury clients such as Missoni, Prada and Swarovski.

Although Anderson imagined herself in the health and wellness sector of PR, her experience in fashion has proved to be interesting.

“This industry is kind of like ‘you’re on the learning curve, you have to roll with the punches and just go with it,’” she said. “But if you surround yourself with good people and build good relationships right from the get-go, it’s easy. You figure it out.”

The perks of Anderson’s internship aren’t too bad either. When a snowstorm prevented many designers and influencers from attending the second day of fashion week, C&M’s CEO offered the extra seats to Anderson.

After poring over seating charts and sending out invitations in the months leading up to fashion week, Anderson got to enjoy the show alongside friends, and received a personal thank you from a designer.

Now that fashion week has come to a close, Anderson finds herself assembling PowerPoint presentations of press hits and coverage for her team. In addition, she has learned to use professional inventory software that has helped her overcome the “learning curve” she previously spoke about.

“They kind of throw you into the deep end and hope you figure it out,” said Anderson. Anderson overcame many difficulties within her first few weeks on the job and now receives praise from her supervisors. She has been able to explore New York City from an insider’s point of view - a role she may assume permanently in the upcoming years. Although she might not be exactly certain of what the future holds, Anderson does know that her intern experience has positioned her for future success. •