

# Ashlyn Rowe

@somelikeitlux  
@le\_folio  
@houseof\_savoir

Diverse business paths and management roles have rounded my skill set to be valuable in the creative industry. Having founded multiple companies and been the driving force of execution, planning, creative writing, and problem solving, life and business experience have trained me to be a leader, and creative ideas originator in the field of fashion journalism, creative writing, and editorial styling. Through partnerships with luxury house fashion brands, I have been able to attend exclusive level events such as LVMH Les Journées Particulieres Paris, Louis Vuitton Crafting Dreams, Louis Vuitton Dallas Cruise 23 Fashion Show. These opportunities continue to expand my knowledge of the fashion industry.

## EDUCATION

### BA Fashion Journalism

Academy of Art San Francisco 2020-2023

Course work has included **photoshoot production and styling, magazine publishing, creative writing, fashion PR, trend forecasting, social media content development, media law& ethics**

**Courses Taken:** Styling 1, Photoshoot Production, Fashion Illustration, Fashion Blogging, Development and Current Debates in Journalism, Intro to Podcast, Fashion Public Relations, Magazine Editorial Design

Arizona State University 2007-2011

An eye for design and creative development enhanced my skill for visual design. Continued use of CAD software, Illustrator, Photoshop, and InDesign.

## SKILLS

- Fashion content creation/idea development
- Photoshoot Production and editorial styling
- Event coordination and planning
- Adobe InDesign, Photoshop, Illustrator, Audition
- Fashion industry partnerships with LVMH and Kering luxury houses
- Social Media design/analytics/video/podcast
- Creative writing

## CERTIFICATIONS

## EXPERIENCE

### FOUNDER

#### House of Savoir | 2023

House of Savoir is a luxury fashion journalism and PR brand dedicated to sharing industry news and highlights while bringing exposure and curated collaborations to fashion houses. Partnerships Louis Vuitton, Tiffany & Co, and Dior.

Notable PR Event: Dior x PANDA Foundation Arizona, April 2023

### FOUNDER

#### Folio | 2020

- Folio is a fashion editorial and luxury fashion personal shopping concierge platform. Sourcing client’s luxury brand products from around the world, while also providing the fashion community with industry must-know stories and trends. Instagram @le\_folio

### FOUNDER

#### The Emerald | 2018-2020

- The Emerald was a membership-based women’s co-working office and event space that provided multi-faceted women a home base to meet and collaborate with like-minded creatives. Educational classes, conferences, and lifestyle events were hosted monthly and open to the public. The Emerald was featured in the Arizona Business Journal for their work with female entrepreneurs. Instagram @theemeraldaz