

Zoey Cross

New York, NY

zoeycross@thegarnettereport.com

Fashion, Culture, and the Power of Narrative

PROFESSIONAL SUMMARY

Senior Editor of Fashion & Culture at *The Garnette Report* with a strong background in editorial, branding, public relations, and strategic marketing. Specializing in the intersection of fashion, music, art, and cultural impact, with extensive experience covering global fashion weeks, Art Basel, and awards season.

Recognized for a distinct editorial voice, strong industry relationships, and the ability to translate access into compelling narrative. Experienced in interviews, runway analysis, event production, and cultural storytelling across digital and experiential platforms.

PROFESSIONAL EXPERIENCE

The Garnette Report — New York, NY

Senior Editor, Fashion & Culture

April 2023 – Present

- Lead fashion and culture coverage across New York Fashion Week, Paris Fashion Week, London Fashion Week, Art Basel, and awards season
- Conduct interviews with designers, artists, industry leaders, and cultural tastemakers
- Produce editorial features, runway reviews, and cultural commentary
- Translate press releases and show notes into elevated editorial narratives
- Maintain relationships with PR agencies, brands, and creatives for exclusive access
- Contribute to brand growth through strategic storytelling and industry presence

Editor / Fashion & Lifestyle Contributor

2021 – 2023

- Wrote and edited fashion and culture content across digital platforms
- Covered runway shows, presentations, and brand activations
- Supported social media strategy and audience engagement

Journalist & Social Media Intern

September 2018 – February 2021

- Covered New York Fashion Week events and conducted interviews
- Assisted with content creation, publishing, and digital support

FOUNDER & CREATIVE DIRECTOR

Bombshells & Gents by The Code Collective

2025 – Present

- Founded a fashion and culture platform rooted in philanthropy and community impact
- Produced New York Fashion Week events combining fashion, music, and cultural programming
- Led sponsorship outreach, brand partnerships, and creative direction
- Organized donation initiatives supporting NYC communities and youth

CORE SKILLS

Editorial & Media

Fashion journalism, cultural commentary, interview development, runway analysis, trend forecasting, copy editing, and editorial direction

Branding, PR & Marketing

Brand strategy, public relations, media outreach, partnership development, brand positioning

Fashion Industry

New York Fashion Week, Paris Fashion Week, London Fashion Week, designer relations, luxury, and emerging markets

Event Production

Event planning, run of show, sponsorship outreach, VIP relations, experiential marketing, logistics

Business & Strategy

Creative direction, partnership development, sponsorship strategy, project management

Digital

Social media strategy, content creation, digital publishing, audience engagement

Leadership

Public speaking, networking, relationship building, communication, and collaboration

ADDITIONAL EXPERIENCE

- New York Fashion Week (multiple seasons)
- Paris Fashion Week, London Fashion Week
- Miami Art Week / Art Basel
- Awards season coverage
- Designer and cultural interviews
- Brand activations and experiential events