



The ***GILDED ONES***

THE LIFESTYLE MAVEN

**LINDSAY FERRARO**

## A PR POWERHOUSE

It's easy to look at Lindsay Ferraro's life and call her lucky. Her wholesome good looks, upbeat personality, and beautiful family give the impression that luck has always been on her side. If you made that assumption, you would be, in many ways, wrong. Have you heard the saying "Luck is what happens when opportunity meets preparation?" That idiom aptly describes Lindsay's approach to life. From competitive collegiate cheerleading to the world of public relations, Lindsay has met every opportunity with preparation. In some cases, she's created opportunities where none seemingly existed.

Public relations is one of those career paths where the glamour showcased on Instagram belies the effort and drive needed to succeed. Nowadays, many people associate public relations with Samantha Jones, the wildly glamorous and iconic character in *Sex and The City*. Of course, publicists enjoy fabulous moments; however, behind each and every Instagram-worthy experience are weeks (sometimes months) of hard work. For her part, Lindsay makes media relations look easy but since we work with Lindsay closely (she happens to be our lifestyle public relations maven), we can see the passion, vision and creativity that goes into everything that she does for her clients, including Auvere. Lindsay is more than just our publicist. She is a true friend to the Auvere team. Please meet Lindsay Ferraro.



# LET'S CHAT!

## **Home. Sweet. Home.**

I grew up in central New Jersey, right by “the shore” as we Jersey girls like to call the shoreline of New Jersey! I moved to the Hell’s Kitchen neighborhood of New York City shortly after graduating from college and lived there for about 7 years. These days, I live just outside of Washington, D.C. in the North Bethesda/Rockville area. Even though I live in the D.C. metro area and my career takes me to New York, Los Angeles, Miami and several other major metro areas in the United States, I remain forever (and proudly) a “Jersey Girl.”

## **School Daze.**

I went to the University of Maryland where I studied marketing and business. I enjoyed college immensely. My experiences and the people I met there still impact my life every single day. I joined the cheerleading squad and cheered for both the football and basketball teams. I also joined a sorority where I met many of my “forever friends.” Sorority life taught me one of the most important skills that I use in my career now: networking. Even though I met my husband at UMD, it took us seven years after graduating from college to realize that we were meant for each other. It’s crazy to think the selection of a school can shape one’s future in such a profound way.

## **The J.O.B.**

I work in the field of media relations and communications, otherwise known as public relations. Currently, I am a Senior Vice President at Pace Public Relations (Pace PR), which is a full- service media relations firm headquartered in New York City. I work primarily in the lifestyle division of the company.

## **Sign Language.**

I am a Leo. I possess all of the positive things that are attributed to Leos, including having a very strong sense of self-worth. Leos are passionate, ambitious, creative and confident people. Me included.

## **Wilding Out.**

I am a performer who enjoys the spotlight. I was a competitive cheerleader growing up, and I’ve always loved to dance. So, if I hear music, I’m dancing. When I lived in New York during my twenties, I was the girl dancing on tables in West Village bars and restaurants. Today, I still love to party, even though the parties are more along the lines of special events, such as birthdays and holidays.

## HOW DID YOU GET INTO PUBLIC RELATIONS?

On one hand, I was in the right place at the right time. But on the other hand, I am a driven go-getter, so my attitude and approach to life helped too.

For example, my first internship in public relations started with a 'No!' But I turned that negative response into a positive one by asking if I could be reconsidered for the following semester. I figured it would be easier for the company to say yes to a future date than to do another round of interviews. I was right and I got the job.

As college graduation drew near, I began to do informational interviews, including one in the marketing department of Departures Magazine, which was operated by American Express Publishing (now defunct). Within an hour of leaving the interview, the hiring manager referred me to the head of the company's corporate communications department, who was looking for a temporary assistant. When I was offered the job, I said yes immediately without knowing the exact nature or duration of the position.

As it turned out, the position was perfect for me. I was a public relations assistant for brands such as Travel + Leisure, Food & Wine and Departures. During my time at American Express Publishing, I fell in love with the people, the world of magazines and the art of storytelling. I learned a lot on the job and continued to grow my network along the way. From there, I worked in various roles at Bauer Publishing for 7 years. I realized that I was passionate about launching new magazines and working on the lifestyle side of publishing, which has helped me immeasurably in my current role at Pace PR.



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## WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

I enjoy contributing to the success of the brands with which I work. Many of our clients are startup businesses that rely on us to help them build broader brand awareness. I derive tremendous joy and personal satisfaction from delivering impactful features or media placements for my clients – such as Auvere jewelry being featured on the cover of Vogue. Aligning ourselves with clients and partners that we believe in is important because the more authenticity and passion you bring to your career, the better the result for the client, the firm and yourself.



## TELL US ABOUT ONE TRIUMPHANT MOMENT IN YOUR CAREER.

Starting my own business was a major and triumphant moment in my career. In 2010, I quit my job in New York City and moved to Washington D.C. to live with my fiancé (now husband). I arrived in D.C. with a lot of skills but no job. This forced me to hustle for public relations gigs as a remote freelance worker well before the gig economy took off. Eventually, I landed a few clients in New York, which required that I travel back and forth between New York and Washington D.C. I became quite adept at working remotely before it was a “thing”. A few years later, my former colleague and friend, **Samantha Perriello**, and I packaged our skills and talents together to form a company called 929 PR. We operated our boutique PR firm successfully for several years before I ended up at Pace PR. Entrepreneurship is hard work but worth the effort. Moreover, having operated my own business gives me special insight into the triumphs and pressures of many of my clients, which is an invaluable experience to have.



# WHAT ADVICE WOULD YOU GIVE TO SOMEONE INTERESTED IN PR?

Certain qualities that allow someone to excel as a publicist are innate, including things like a willingness to be totally immersed in the news cycle and what's trending. People who are interested in PR should ask themselves 3 things:

1. **Mentorship is key.** Find a mentor in each phase of your career. Choose people who are accessible, knowledgeable, connected in the field, and supportive of you.
2. **Yes. Si. Oui.** Say yes to everything! Putting yourself out there and creating your own network is essential in the field of public relations. Attending in-person events helps to foster genuine personal connections, so make an effort to meet clients, journalists and influencers in person whenever possible. Additionally, consider joining networking groups or clients involved in alumni and/or industry organizations.
3. **Collaborate!** Team up with colleagues who you respect and trust. Your network should include your colleagues as well as members of the media. I've hired several former colleagues during my time at Pace PR. Moreover, I've met people at Pace PR with whom I hope to collaborate for the rest of my career. Strong teams usually create better work product.







## WHEN YOU AREN'T WORKING, WHAT ARE YOU DOING?

I have a six year old daughter and son who is eight. Much of my free time is spent with them. But in those rare blocks of time that I have to myself, I enjoy running. It helps me to clear my head. I listen to music when I run, which allows me to stay present and reconnect with myself and, for a short while, forget everything, including work, kids and the usual life stressors. I also love a good shopping day, even if I come home empty handed.



## HOW HAVE YOU BEEN DESCRIBED BY PEOPLE WHO KNOW YOU WELL?

People often assume that I'm an extrovert because I enjoy performing and being in the spotlight; however, I actually suffer from anxiety (including social anxiety) and have to push through the first few minutes of most social interactions. Being "on stage" so to speak requires completely different energy from socializing! I prefer movie or game night at home, and I love a lazy weekend with zero plans! The people who know me well would also describe me as a career-driven person. That is true. I have always given 100% to my career. But now that I am a mom as well, I try to give parenting the same focus and attention as I give to my career — after 5pm!



## NAME YOUR FAVORITE:

**Artist:** Anyone local! Supporting the local community is important to me.

**Designer:** I love trying new outfits and changing my style! So I enjoy clothing rental services such as Nuuly because they allow me to try different brands and designers without commitment. I love Chloe bags. And who doesn't love Louboutins. I shop on The RealReal a lot. I've purchased all of my red soles from their sample sales!

**Musician:** Lately, I'm feeling like it's KidzBopKidz! But really, it's John Legend. I met him in a very New York moment years ago. I love John Legend's music so much that my husband and I danced to "Stay with You" at our wedding. Even now, we love putting on a John Legend playlist while playing cards on a Friday night.

**Movie:** I could watch Step Brothers over and over again and I laugh as if I am watching it for the first time. I'm a huge Denzel Washington fan. One of my favorite movies in which he stars is "American Gangster."

**Food:** Italian! Ferraros can't resist a big plate of pasta! Also, I enjoy making fresh salads and homemade dressing.

**Item in your closet:** YSL Boots – I bought them from The RealReal. They are classic, luxurious and make me feel fancy! I also have a faux leather jacket that I wear all the time. It speaks to the New Yorker that is still inside of me – even though I left NY almost a decade ago.

**Piece of jewelry:** I love my 22 karat gold **Linear Threader Earrings** by Auvere, but my absolute favorite piece of jewelry is my wedding ring. The emerald cut diamond belongs in my family. For our engagement, we had it redesigned and placed into a more modern setting. I never take it off!

## WHAT 3 WORDS DESCRIBE YOUR PERSONAL STYLE?

Happy.

Fun.

Sophisticated.

## HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

Most of the jewelry I wear on a daily basis has some sort of special meaning to me, whether it's a gift from my husband to commemorate the birth of my children or a piece that marks a special anniversary. When I am away from my family, these pieces remind me of the love in my life (sappy but true).



## LET'S TALK ABOUT STYLE ICONS. WHOSE STYLE DO YOU ADMIRE AND WHY?

Carrie Bradshaw! I've always been obsessed with "Sex and The City" and remain a fan to this day.

## WHAT ARE YOUR CURRENT OBSESSIONS?

My kids!! They are at an age where they are still adorable but old enough to participate more fully in family activities and traditions. I can go shopping with my daughter without fighting! Another obsession? Discovering and making healthy and delicious vegan recipes.



# LIGHTNING ROUND! PICK ONE.

**On personal aura:** Mystery or Clarity?

– Clarity

**On personal style:** Minimalist or Maximalist?

– Minimalist

**On interior design:** Bold Color or Neutral hues?

– Neutral hues

**On NYC apartment living:** Huge walk-in closet with seating area or huge laundry room with full-sized washer & dryer?

– Walk-in closet!

**On shopping:** Online or in store?

– Online

**On jewelry, part 1:** Delicate or Bold?

– Delicate

**On jewelry, part 2:** Neck Game, Ear-scape, Arm Candy or Ring Bling?

– Ring bling

**On travel:** Adventure filled with spartan digs or calm and quiet but supremely luxe?

– Calm and quiet

**On people, part 1:** Favorite human trait?

– Kindness & humor

**On people, part 2:** Human trait you can do without?

– Negativity

## WHAT DO YOU LOVE ABOUT GOLD?

I love the versatility and elevated status of gold. Whether you are wearing a **delicate necklace** or **bold gold ring**, everything about gold screams (or whispers, depending on the piece) luxury. I also love that I can wear gold jewelry to a gala or wedding and then pair the same piece with a casual dress – and it works!





## WHAT AUVERE PIECES MUST YOU OWN?

I bought the [Linear Threader Earrings](#) some time ago. They are simple yet unique. I also love the edgy touch of the [Alphabet City Collection](#). But my favorite line of Auvere jewelry is the 22 karat gold hoop collection. I've been eyeing them for some time. Gold hoops are classic and Auvere offers seven sizes of gold hoops from extra large to micro. So there is a size that is perfect for everyone. My favorite size is [The Hoop Earring M](#).

## PARTING WORDS?

This photoshoot was a blast! Thank you for a wonderful and bejeweled day!



# LINDSAY IS WEARING

## Look 1

**Red Dress:** Anthropologie; **Shoes:** H&M; **Auvere Jewelry:** The Hoop Earring XL; Double Link Necklace Heavy; Serpentine Ring Double Twist; Serpentine Ring Single Twist; Slash Ring; Tall Maze Cuff and Short Maze Cuff;

## Look 2

**Black Suit Dress:** 4th & Reckless Rebecca Blazer Dress; **Shoes:** Charlotte Olympia; **Auvere Jewelry:** Conic Mobile Diamond Earrings; Double Link Necklace Heavy; Colonnade Ring Polished; and Big Heart Ring;

## Look 3

**Skirt:** Mare Mare; **Top:** Bianca Bow Tied Crop Top by Zeta; **Shoes:** Jimmy Choo; **Auvere Jewelry:** Bold Heart Diamond Pendant & Long Link Chain; Spaced Out Hexa Diamond ring; Cut Out Diamond Ring; and Heartbeat Stud Earrings.