



The *GILDED ONES*

MOVER AND SHAKER

SAMANTHA PERRIELLO

# DREAM BIG

When Samantha Perriello was in the 7th grade, she had things planned out. She was going to leave her hometown of Rochester, New York to become a mover and shaker in the world of fashion. Indeed, 12 year old Samantha told everyone she knew that she was on her way to fashion school in New York City. It was only a matter of time. Not everyone believed or encouraged her, but Samantha needed no external validation about what she wanted to do. It was all settled thanks to the influence of Carrie Bradshaw, Samantha Jones, and Sex and the City.

By the time she graduated high school, Samantha had been accepted to the Fashion Institute of Technology (FIT). Four years later, Samantha graduated at the top of her class (magna cum laude!) with a Bachelor of Science degree in Advertising and Marketing Communications and an Associate in Applied Science degree in Fashion Merchandising Management.

This is not a story about the influence of Sex and the City, but rather a story of how a young woman powered her way into the world of fashion PR armed with big dreams and lofty goals that she set when she was only 12 years old. Today, Samantha is a Senior Director at Pace Public Relations (PPR), which is a New York City based public relations firm owned and operated by women. How did she achieve her dreams? Keep reading and let her tell you.



# LET'S CHAT!

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

I'm from Rochester, NY, which is between Buffalo and Syracuse. I used to tell people "Upstate NY" until I lived in NYC and realized 8 million people have a totally different idea of what "upstate" actually means.

## **School Daze.**

I went to the Fashion Institute of Technology (FIT). I graduated with a Bachelor of Science degree in Advertising and Marketing Communications and an Associate in Applied Science degree in Fashion Merchandising Management.

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

Currently, I am a Senior Director at Pace PR specializing in press and media relations.

## **Sign Language.**

My sign is Scorpio, which is supposed to be quite fierce. We are loyal, passionate and determined. The haters say we are vengeful, but then again, that's probably because they deserved it!

## HOW DID YOU GET INTO PUBLIC RELATIONS?

I started watching *Sex and the City* when I was in the 7th grade. Carrie Bradshaw had a hold over me. That year, I remember declaring to anyone who would listen that I was going to fashion school in NYC. My uncle clearly disapproved. He made me feel as if my dreams were too lofty and impossible to achieve. But to fashion school I went!

Before attending FIT, I had been to New York City only one time in my life. I couldn't wait to experience the city again. Once school started, I enrolled in the Fashion Merchandising Management program. I realized very quickly that the amount of math involved was not for me. But, sprinkled in throughout that first year were PR and marketing classes and I loved them!

The greatest thing about FIT is the support and network extension granted to students by professors and the internship/career center. The first of my six internships was in the Press & Publicity office of Diesel and I was obsessed! I worked in the showroom above the Union Square store with the Men's, Women's and Accessories PR heads. This was back when editors came in for appointments, pulls, and viewings. The experience was heady and I was hooked.

From there I interned at a boutique PR agency, *Complex* magazine (RIP), L'Oréal USA, and finally, a national PR agency where I really got my start in all things beauty, fashion, fitness, wellness, and entertainment.



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## WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

I'm an extrovert, so I'd say my favorite part about the job is meeting cool, influential people on both sides of the story. Of course I am interested in the writers, editors and producers who turn information into 'news'; however, I am constantly impressed by my clients. They are the people doing newsworthy things. It's up to me and my team to make sure that my clients' accomplishments are seen and felt. Another part of my job that I enjoy is reading articles or viewing TV segments featuring my clients and knowing that I was a part of that process. It feels really good to be an integral part of the brands that I serve. I want to help founders and creators to gain the recognition and influence that they deserve.

## WHAT'S YOUR FAVORITE PIECE OF JEWELRY AND WHY?

I helped a fitness brand get an opportunity to live-stream one of their workouts on Good Morning America's special summer series called "Work Out Wednesdays". Moreover, the workout took place in the middle of Times Square! The entire project took months of coordination and back-and-forth, but it was worth seeing the excitement from the crowd gathered in Times Square that morning — not to mention the amazing coverage my client received as a result.

In the PR world, Good Morning America is a coveted show for placement. To receive an hour-long time slot is rare and priceless. The broadcast during that hour went on as usual inside the studio and they checked in with us every 15-minutes or so for interviews and responses to questions from viewers coming in via social media. Getting my client on GMA and seeing the entire project through was an impressive effort on all fronts — one that left a lasting impression on me and my career.



# 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. Do you enjoy reading/watching/consuming news?** It doesn't matter if it's CNBC or TikTok. To be successful in PR means you need to know what's going on in the world around you. Being on top of news cycles and trends is one of the foundations of a career in PR. Also, it's not enough to merely read or watch the news. A successful publicist analyzes the news in order to identify emerging trends that may offer opportunities for clients. If you are someone who is disturbed by, or needs to take periodic breaks from, the news, then PR may not be the right career for you.
- 2. Are you an extrovert?** One of the qualities that goes a long way in PR is being able to connect with people in the industry, namely editors, writers and producers. While publicists are generally attentive to people in those positions, we don't put them on a pedestals. Editors, writers and producers are just doing their jobs. You should be able to speak to them about your client comfortably and easily — as if you are speaking to a friend. People will always remember how you make them feel.
- 3. Do you take things personally?** If so, consider developing thicker skin or looking into another career. Things move quickly in PR, so there's no time to nurse hurt feelings. This doesn't mean that feelings don't matter. It's just that publicists deal with so many busy people every day that it's impossible to spend time dwelling on someone's reaction or tone of voice and still have the energy and positive attitude needed to get things done well. When faced with a bad day or unpleasant situations, I tell myself: "Tomorrow is another day and it will bring another opportunity."



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

I would say that I am outdoorsy, but that makes people think I enjoy camping, and I would rather do anything else. So what does being outdoorsy mean to me? It means hiking with my dog Brody. He's 10 now and has hiked everywhere from the Redwood Hills in Berkeley to the Santa Monica Mountain Range in LA to the Adirondacks in upstate NY. He's a good little travel buddy and without him I'm not sure I would know the temperature outside on most days. He definitely makes sure I get my steps in.

I love boxing and lifting weights, specifically kettlebells. I've competed in a few kettlebell competitions over the last few years. On the other hand, I am a major foodie. I love trying new restaurants, different foods and specialty cocktails.

I am passionate about water sports. I swim laps 2 times a week, but am just as happy floating in a pool for hours with a book or a magazine. Lastly, my childless self loves spending time with my niece — she's 4, which is just such a fun age. I try to do something fun or adventurous with her at least once a week and i'm repaid fully by whatever comes out of her mouth. She's hilarious and we always have a blast together. It's like having a mini friend.



## WHAT 3 WORDS DESCRIBE YOUR PERSONAL STYLE?

Sexy.

Edgy.

Fun.

## HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

I love a layered necklace look. That's how you'll always see me out – with 3-5 necklaces layered together. The tinier and more delicate the better – all at different lengths. I love pendants, gemstones and talismans. I don't typically wear many rings unless I am trying to make a bold statement; however, I am partial to my grandmother's engagement ring for everyday wear. I don't like to change my earrings. I prefer a solid gold earring that I never have to take off. The exception to the earring rule is when I am going to a big work event or wedding. So it really comes down to layering my necklaces. It feels sweet and subtle but can also be flirty and make a statement.



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

Zendaya and Rihanna. Why? They are feminine and chic, yet they take fashion risks. They are fun and funky, but they don't take themselves too seriously. They are both gorgeous and always seem to elevate whatever they are wearing. I also admire Lady Gaga's appetite for fashion risk even if I don't always love what she wears on a red carpet. That said, her shoes are it for me.

## WHAT ARE YOUR CURRENT OBSESSIONS?

Interior design and home decor. Getting crazy manicures/nail designs. Hosting friends at home. True crime podcasts. Blue Apron. Live music. Craft cocktails.

# LIGHTNING ROUND! PICK ONE.

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

– Clarity

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

– Maximalist

**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?

– Schlepping to the laundromat in NYC (sans car), then sitting and waiting for the wash, dry and fold cycles is one of the most miserable experiences ever, so definitely a laundry room!

**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?

– Neck Game

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

– Calm, quiet and supremely luxe

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

– Honesty

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

– Selfishness



## WHAT DO YOU LOVE MOST ABOUT GOLD?

Haha! We need to define "risk". Rhinestones. Feathers. High heels. Too much pink. Too many prints. Weird volumes and shapes. I love and wear it all. But I am a huge fan of a good crispy white button down shirt and a classic pair of Levi's for an everyday look.



## WHAT AUVERE PIECES MUST YOU OWN?

I love so many Auvere pieces. My favorite earrings are hoops so I must have the [Hoop Earring Micro](#), and the [Hoop Earring XL](#). I like rings a lot but I tend to wear them when I am going to a big event. In that case, I love the [Byzantium 24K Ring Turquoise](#), the [Pyramid Band Wide](#) and the [Pyramid Band Narrow](#). I am mad about Auvere's necklaces — especially [Peace Sign Pendant & Chain](#), the [Love First Necklace Small](#), the [Golden Horseshoe Diamond Necklace](#), and the [Mini Lips Necklace](#). In terms of arm candy, I love the [Mini Floral Eye Bracelet](#), the [Perigee Bracelet](#), and stacks of the [Astra Bangle](#).

## PARTING WORDS?

What a fun day. You guys pulled me way out of my comfort zone and I had a great time!



# SAMANTHA IS WEARING:

## **Look 1 (Striped Dress):**

Cut Out Ring; Vortex 24K Ring Polished; Galactic III Earring; Lunar Ear Cuff Satin; Capture Ear Cuff Polished; and 3 Star Necklace;

## **Look 2 (Strapless Top):**

Bold Heart Diamond/Black Enamel Pendant and Long Link Chain; Big Love Earrings Large; Lunar Ear Cuff Satin; Star Power Ring; Slash Ring Polished; Pyramid Band Wide; and Pyramid Band Narrow;

## **Look 3 (White Shirt):**

Cage Convertible Necklace; Praying Mantis Diamond Ring Wide; Golden Moon Earring Large / Polished; Maze Cuff; and Sno Cone Diamond Ring.