



How to Pitch **HALOSCOPE**



Hi there! We're HALOSCOPE — The Digital Fashion Bible®.

HALOSCOPE's editors, contributors, and readers are free to investigate the sartorial topics that interest them and curate conversations around both current and archival topics in fashion.

BEFORE YOU PITCH

Before you pitch us, please do the following:

- **Understand the *why* of what you're writing about.** Is it timely? Is it trending? Is there a deep impact or a human angle? Are you an authority on the subject? Is there anything unexpected people should know about? Why should our audience care?
- **Comb through [the HS archive](#) or Google your idea.** There's a chance we may have already covered it — or your story may be well-trodden ground already. It helps if you have a fresh take on it and an angle you're bringing in that we have yet to read.
- **Get to know what we cover.** There are certain stories and tentpoles we *don't* publish (see: [What We're Not Looking For](#)), and it helps if you know what the average HS article looks like.

SUBMISSION GUIDELINES

Whatever you're working on, send it our way at haloscopemag@gmail.com OR directly to the Editor-in-Chief at savannahedenbradley@gmail.com with "PITCH:" preceding everything in the subject line.

You don't have to have a headline off the top of your head, but a short description (e.g. "PITCH: Interview with Rick Owens") will be the first thing we see, so specificity is key. **Add (TIMELY) if there'll be a short turnaround for your work.**

Good pitches consist of...

- **A little about you and your work** (just a line or two is fine!) with any relevant links, including pieces you've previously published.
- **A few paragraphs on what you'd like to write about.** This helps us understand the story. This is also where you'll mention *the people you'll be speaking to*, ***why you're the best person for it***, *why you should cover it now*, and *any other information you think is important* for us to know before commissioning.
- **A strong, unique angle.** Specifics are important! The more value you believe your piece has, the better. Don't be afraid to throw everything at the wall and see what sticks.
- **Any information on pre-reporting.** Have you already done a good amount of research? Do you know the person you'd like to interview or do you have any source access? We'd like to know.
- **A proposed word count.** We typically aim for anywhere from 700 to 10,000 words, depending on the subject matter.
- **A proposed due date.** We believe writers are the best arbiters of their own time — so let us know what date works best for you.

Put all of this in the body of your email — don't send us an external doc, please! — and remember that ***how you write your pitch gives us insight into the quality and style of your writing***. Also: **please send no more than two pitches per email**. Wait until you hear back before sending a new pitch.

As we're a small, close-knit team, **we'll get back to you no later than the end of the week regarding your pitch**. If we reject your piece, know that it is not an indictment of you as a writer — sometimes we simply don't have any more room on the calendar, we don't think it's a good fit for the site right now, etc. **We love working with burgeoning writers and will always give pitch feedback if you request it.** ♥

WHAT WE'RE LOOKING FOR

<i>Fashion</i>	<i>Runway</i>	<i>Beauty</i>
The HS Fashion desk covers the biggest stories in the landscape nationally and abroad — from market news to trend analysis to breaking coverage and more. Our work is guided by a baseline question: how does fashion inform our lives? Fashion's core coverage areas include: • Emerging fashion designers and brands reshaping the industry • Trendspotting and dispatches on fashion's cultural, social, and political interlocutors • In-depth profiles and interviews • The philosophies and practices surrounding fashion • Conflicts, controversies, and new ideas on fashion's outer margins	The HS Runway desk is self-explanatory — offering an insider's perspective on runways and haute couture events both past and present. Here, we delve deep into the artistry, innovation, and cultural significance of runway-as-form. Runway's core coverage areas include: • Reviews, analyses, and bulletins from the front row • Presentations from renowned fashion weeks worldwide • Critical eyes on emerging talents and avant-garde expressions in haute couture • Interviews with runway talent • Runway shows as artistic and cultural spectacle	The HS Beauty desk serves as a lens into the world of aesthetics, theory, and self-expression. We delve deep into the cultural and philosophical resonance of beauty practices — and the aesthetic rituals we buy into. Beauty's core coverage areas include: • Beauty trends shaping individual, cultural, and digital narratives • Fragrance analyses and reviews • Conversations with artists and experts • The social and individual dimensions of beauty standards • Beauty-as-accessory • Skincare-as-accessory • Stories on the changing DTC and retail beauty landscape
<i>Archive</i>	<i>Luxury</i>	<i>XYZ</i>
The HS Archive desk combs through the annals of fashion history to unearth forgotten collections, designers, stories, and wide-ranging fashion narratives — while asking questions about who decides and who is remembered. Archive's core coverage areas include: • In-depth retrospectives on designers, collections, talents, and enduring legacies	The HS Luxury desk covers the territories of opulence and the luxury market — from LVMH, to luxury-as-status-symbol, to high-profile moments and events, to the changing conversations surrounding ownership and access. Luxury's core coverage areas include: • Rapid change across the tradition-soaked luxury sector in Europe and the US	As the desk that covers everything Fashion, Runway, Beauty, Archive, and Luxury can't, the XYZ desk finds room for fashion-oriented conversations around the form's distant cousins: art, culture, entertainment, technology, the cosmic, and more. XYZ's core coverage areas include: • Explorations of fashion's stalwart influence on pop culture — including film, music, and art

• Explorations of vintage fashion, nostalgia, and ephemera • Archival fashion photography and editorials • Examinations of sociocultural impact • Features on the evolution of fashion construction, design, and materiality	• Fédération de la Haute Couture et de la Mode, LVMH, Kering, and other luxury bodies • Studies on the economics of luxury and “accessible luxury” • Conversations with strategists • Breakdowns on fashion’s supply chain	• Thoughtful examinations of the role of technology in shaping fashion trends and the future of the industry • Explorations of emerging subcultures and niche communities • Wellness, sustainability, and the virtual • + everything else!
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WHAT WE’RE NOT LOOKING FOR

- **Listicles, Top 10 lists**, or anything too BuzzFeed-y
- **“On the street”** or “What are you wearing?”-style pieces
- **Traditional reviews of products**, TV shows, movies, or events -- we love a sharp/esoteric angle!
- **Shopping roundups** (see above -- if there’s something wonky with it, we’re into it)
- Manuscripts or **academic papers**
- **“Get the look”**-style pieces
- Anything that makes us say *And? Why should we care?* ([See above](#)).
- **Personal essays about anything tangentially related to fashion**. No relationships, situationships, how studying abroad in Paris led you to French Girl style, etc.
- **Celebrity worship**

ANY QUESTIONS?

Send them anytime to haloscopemag@gmail.com. We look forward to hearing from you. 

With love and gratitude,

Savannah Bradley

Editor-in-Chief @ HALOSCOPE

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