

LARA MILENA GROBOSCH

London-based writer, editor and researcher with international experience in journalism, copywriting and content creation. Special interest in beauty, fashion and sustainability. Words in Vogue Germany, FashionUnited, WGSN, Glamour, Glossy and more.

PERSONAL DETAILS

+49 151 46654476

lara@grobosch.net

LinkedIn: [Lara Grobosch](#)

Portfolio: www.laragrobosch.com

HIGHER EDUCATION

MA Fashion Communication Fashion Journalism (Distinction)

Central Saint Martins, London
01/2022 to 12/2022

BA Fashion Management & Communication (First)

University of South Wales
09/2019 to 02/2021

Fashion Journalism & Communication (1.3)

Akademie Mode & Design,
Düsseldorf (Germany)
09/2016 to 02/2020

AWARDS

Central Saint Martins University of the Arts London Regenerative Textiles Prize 2022

LANGUAGES

English: Full professional proficiency

German: Native

French / Spanish / Italian: Class-

IT SKILLS

InDesign, Photoshop, Microsoft Office, CMS e.g. Wordpress, Trello

INTERESTS

Travel, beauty, sustainability, technology, languages

REFERENCES

Roger Tredre

Central Saint Martins Course Leader

MA Fashion Communication:

r.tredre@csm.arts.ac.uk

more upon request

CAREER TO DATE

Yoox Net-a-Porter – Editor and Translator (German)

London, UK: 01/2023 to present

Freelance Journalist, Analyst and Copywriter

London, UK: 01/2022 to present

Identifying trends across fashion, beauty and lifestyle, researching trends, news and products, writing and editing content, creating and delivering presentations, acting as an ambassador at events
Clients include: WGSN, Reimagining Luxury, Positive Luxury, Vogue Germany, Glossy, Glamour Germany, ECBM

FashionUnited – News & Commercial Editor .com/uk/l.de

Amsterdam, Netherlands: 02/2021 to 06/2021 and 01/2022 to 12/2022

UK correspondent, pitching and researching fashion business news, writing and editing articles, conducting interviews, writing advertorials, translating commercial and editorial content, building articles for online, reviewing and editing copy, liaising with PRs, acting as an ambassador at events

'Rewilding Textiles' publication, LVMH / Maison/0 Central Saint

Martins UAL, the platform for regenerative luxury

Editor of publication published during Future Fabrics Expo 2022

London, UK: 04/2022 to 06/2022

Part of the creative lead team, creating a publication plan, managing 20 contributors and liaising with 10 interview partners, conducting interviews with industry professionals, copy editing

Mime et moi – Content Manager & Executive Editor DACH/UK/US markets

Munich, Germany: 07/2021 to 11/2021

Creating content plans for international markets, developing a consistent tone of voice, copywriting in English and German across multiple channels, coordinating social media postings, stories and IG reels, moderating and presenting IG stories, social media coverage of brand events, managing campaigns, model and product shoots

AboutYou GmbH – Social Media Assistant, internship

Hamburg, Germany: 06/2020 to 09/2020

Concept development, daily social media posting (Instagram & Facebook), coordinating social media activities at fashion shoots, copywriting in German/English, influencer marketing, desk administration

ANWR Media GmbH, schuhe.de – Freelance SEO Copywriter, shoes / accessories

Mainhausen, Germany: 07/2018 to 04/2020

Hubert Burda Media Inc., US correspondence office

Editorial Assistant

New York City, USA: 12/2018 to 02/2019

Assisting the US correspondent of Germany's most successful celebrity magazine, desk administration, pitching and researching daily celebrity news, writing and editing articles, conducting interviews with celebrities, managing the publication's social media accounts, acting as an ambassador at events such as NYFW, liaising with PRs

IN Verlag GmbH & Co.KG

Fashion & Beauty Assistant, internship

Hamburg, Germany: 09/2018 to 11/2018

Pitching, researching and writing articles, desk administration, liaising with PRs, attending PR events

Hubert Burda Media Inc., InStyle magazine

Fashion & Beauty Assistant, internship

Munich, Germany: 08/2015 to 09/2015

Researching trends & topics, organising the fashion/beauty cupboard, assisting at photoshoots, liaising with PRs

B. Boll Verlag des Solinger Tageblatt GmbH & Co.KG

Freelance Journalist at local newspaper

Solingen, Germany: 09/2014 to 08/2018