

LoveShackFancy Media Briefing Sheet

Topic: LoveShackFancy x Alo Yoga Collaboration

About the Opportunity

Logistics:

Interview Date and Time: Monday, Nov. 10, 2025, at 2:15 p.m. ET

Arrival Time: 1:30 p.m. ET

Interview Duration: 20-30 minutes long

Interviewer: Camille Freestone, senior digital fashion writer, Harper's Bazaar

Interviewee: Rebecca Hessel Cohen, founder & creative director, LoveShackFancy

About Harper's Bazaar:

Harper's Bazaar is a leading global fashion magazine that covers style, beauty, culture and celebrities. It is known for spotlighting luxury and lifestyle trends shaping the modern world.

About the Segment:

Harper's Bazaar's "Fashion Forward" series features exclusive designer collaborations and products. This segment will highlight the LoveShackFancy x Alo Yoga partnership and dive into the femininity and significance of the collaboration.

Example Harper's Bazaar Segments:

[The Wrap-Up: Jazz Shoes, Pom-Poms, and Katie Holmes at Day Two of New York Fashion Week](#)

[J.Crew and Rouje's New Collab Is "90s New York Meets Parisian Girl"](#)

[Inside the ever-evolving world of fashion: launches, collaborations, and more](#)

About Camille Freestone:

Camille Freestone is the senior digital fashion writer at Harper's Bazaar. Formerly, she served as the style editor at Couvetor. Her work has been showcased in many well-known publications such as Magazine, Vogue, Architectural Digest, ELLE and Glamour. She covers many designer collaborations and lifestyle trends.

About the Interview

This interview will appear as part of Harper's Bazaar's "Fashion Forward" digital series, which highlights new designer collaborations and fashion trends. Camille Freestone is interested in exploring how the LoveShackFancy x Alo Yoga partnership merges high-fashion aesthetics with functional activewear. She will be likely to ask about the creative process behind the line and

how the collaboration came to be. We encourage you to emphasize how the collaboration showcases how activewear can be expressive and empowering.

Day-of Logistics

Location and Getting There:

- **Location:** Hearst Tower, 300 W 57th St, New York, NY 10019
 - Arrive at the Hearst Lobby by 1:30 p.m. ET
 - Check in with Security, then meet Harper's Bazaar assistant producer in the main lobby
 - Interview to take place in Studio C, 15th Floor
- **Team Attending:**
 - Rebecca Hessel Cohen (Interviewee)
 - Nahia Powell, PR coordinator, LoveShackFancy
 - Emma Lewis, media relations specialist, Alo Yoga

Day-of Contact:

Nahia Powell, PR coordinator

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What to Wear:

Guests interviewed on Harper's Bazaar tend to wear business casual or business professional. Wearing soft pastel tones that represent LoveShackFancy is highly recommended. Avoid bold prints and large logos that will be distracting.

Products to Bring:

- LoveShackFancy x Alo Yoga collaboration products
- Collection lookbook

Key Messages and Talking Points

Anticipated Topics of Discussion

- The inspiration behind the LoveShackFancy x Alo Yoga Collaboration
- How the line blends performance wear with intricate design
- The shared values between both brands
- How the collaboration showcases femininity

Tips to Consider

- Keep answers authentic and conversational
- Avoid overly promotional language such as “best-ever” and “must-have”

- Highlight intentional design details
- Acknowledge Alo's focus on performance quality and LoveShackFancy's focus on detail as an inspirational factor behind the line
- Emphasize how the line was made for activity and everyday use
- Highlight partnership values (creativity, movement, empowerment)
- Avoid discussing any future collaborations
- If pricing or accessibility comes up, focus on quality and long-term value
- End conversation with enthusiasm and excitement about the upcoming collaboration

Tough Q&A

Luxury fitness collabs sometimes face criticism for high pricing or exclusivity. Some audiences may question whether brands such as LoveShackFancy and Alo Yoga promote inclusivity and are practical for everyday wear. There may also be questions about sustainability.

Potential Questions & Recommended Responses:

- **Some people may see this collaboration as more about fashion and style than real fitness. Do you have anything to say about this?**
 - We partnered with Alo to promote health and exercise, while also showcasing our love for pattern and detail. The line was definitely made to be worn to move about, but it also celebrates self-expression as well.
- **Do you think the high prices for the products in the collaboration are realistic and necessary?**
 - We designed the line with long-lasting quality in mind. That being said, these are timeless pieces that are meant to be worn again and again and can be worn throughout each season.
- **Are there any sustainability concerns the potential buyers should be aware of?**
 - Both brands practice responsible production. Alo's fabrics are sourced ethically and sustainably, and LoveShackFancy continues to use recycled materials, as the environment is something that is super important to the company.