

July 27, 2015

Riff Hotels
300 W. 30th St.
New York, NY 10001

Dear Public Relations Director:

My name is Emily Murray, and I am the marketing assistant for Love Playing Dressup. Love Playing Dressup is a Boston based blog that would love to partner with you to promote your hotel by sharing reviews, experience stories and creating social media buzz during New York Fashion Week.

The Love Playing Dressup team will be traveling to New York in September for the highly anticipated fashion week events, and we would like to get in touch with you to discuss some collaboration ideas we have.

Love Playing Dressup is a fashion and lifestyle blog. The purpose of this blog is to inspire readers to be their best selves by dressing up every aspect of their lives, and the trends of fashion week are the perfect opportunity to play dressup. Love Playing Dressup has been featured in various online and print magazines and newspapers such as the Boston Globe.

The artistic charm and great location of the Riff Hotel may be featured diversely. For instance, through engaging stories on the blog or eye-catching photos on Love Playing Dressup's Instagram account; all of which would actively work to inform readers of your services and guide them to a stay at your authentic hotel.

As you must know, Influential marketing is the most effective tactic for brand promotion and studies have proven that about 70% of consumers learn about brands from blogs. In considering this, we truly believe that Love Playing Dressup would be a highly influential platform and marketing strategy for the Riff Hotel during fashion week.

Please let us know if you have any questions and would like to discuss any ideas. I am happy to send our media kit, and examples of work we have done in the past.

Looking forward to hearing back. and hopefully creating a wonderful partnership. Thank you for your time, your consideration is greatly appreciated.

Sincerely,

Emily Murray
Marketing Assistant Intern
[In the Press](#)
[Love Playing Dressup](#)