



CONTACT

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 New York City, New York.

PROJECTS

ELLE : Launched a print IP called GRWM Playlists

ELLE: Attended and covered Paris Haute Couture Week in 2024 as a journalist

Conde Nast: Worked on the launch of video IP - Secret Homestays

Cosmopolitan: Founding writer on the popular column called "Body Talk"

Vogue: Built original IPs with brands like Burberry, Lakme, Tresemme, Obeetee & more

GQ: Built original IPs with brands like Mercedes, Audi, Rolex, Rayban, Chandon, Don Julio & more

Covered **Lakme Fashion Week** consecutively for 3 years across 6 seasons

Solo-authored a 30-page **research paper** on a Cultural Credit Label System

MOKSHAA SHIVLANI

FASHION & LIFESTYLE JOURNALIST

SUMMARY

I'm a fashion writer and creative strategist drawn to the stories behind what people wear, buy, and care about. My work sits at the intersection of fashion, culture, travel, and identity, translating trends and cultural shifts into compelling narratives. With experience across editorial, public relations, and brand storytelling, I bring both a journalist's curiosity and a strategist's perspective to every project.

EXPERIENCE

FREELANCE FASHION & LIFESTYLE WRITER

December 2024 - present

Harper's Bazaar

Cosmopolitan

MensXP

Brides

Travel+Leisure

Sorbet

Candle

Be Beautiful

FASHION & LIFESTYLE WRITER

ELLE

April 2024 - December 2024

- Focusing on high-end fashion and luxury lifestyle content with regular contributions to print and digital.
- Attending all events and maintaining PR relations
- Organising CMS systems and SEO optimisation

EDUCATION

JAI HIND COLLEGE

Bachelors in Mass Media (Journalism)

2020 - 2023

GPA - 3.84/4

FASHION HEAD

- Choreographing, Designing & Putting up Fashion Shows

PARSONS SCHOOL OF DESIGN

MPS in Fashion Management

Class of 2026

GPA - 3.92/4

AUTHOR

Published a poetry book named Rainbows & Sunshine

SKILLS

Creative Writing
Fashion Styling
Creative Strategy
Organisation
Leadership
Problem-Solving
Adobe InDesign
Digital Marketing
Strong Communication
Fashion Modelling
Travel Writing
Food Writing
Content Creation
Social Media
CMS Systems
Wordpress
Adobe Photoshop
Adobe PremierPro
SEO Writing
Commerce Writing
Branded Content

CREATIVE ASSOCIATE

Condé Nast

May 2023 - April 2024

- Creative strategy for branded content from pre to post-production
 - Worked across Vogue, GQ, Condé Nast Traveller & Architectural Digest
 - Creatively directed IPs for editorial use
 - Worked on the IP Vogue Intern across 2 seasons
 - Created content for events like Men Of The Year & Restaurant Awards
 - Worked on What's In My Bag? from a branded content perspective
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EDITORIAL INTERN

CULTURED Magazine

January 2026 - August 2026

- Daily editorial tasks like transcribing, research and writing articles for print and digital.
 - Attending and covering events for CULTURED's parties section
 - Helped launch CULT100 2026
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PR & SUBSTACK INTERN

Anthology of Style

May 2026 - August 2026

- Launching and running the company substack
 - Covering topics around fashion anthropology, vintage resale, Chanel expertise and more.
 - Maintaining press relations and actively pitching to journalists/editors
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PRODUCTION ASSISTANT

Netflix

October 2021

- Consulting as a production assistant on the popular Netflix show - *Social Currency*
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FASHION MODEL

Toabh Agency

August 2020 - March 2022

- Modelled for various brands
- Styling for test shoots & other models