

Valentina Chirico

Copywriter/Editor - Digital Creator

[Fashion & Beauty + Travelling + Culture]

- COPYWRITING & EDITORIALS -

 FASHIONS FINEST



SPECIAL: INSIDE SUSTAINABLE FASHION WITH WILDA.ECO

As a business goal, sustainability is a complex scenario with many challenges and much research involved. Joanna, founder of WILDA.ECO, gave us the opportunity to learn how a sustainable fashion brand works.

Special: *Behind and Inside PUMA*

RE:SUEDE

Interview with Stefan Seidel

and Heiko Desens (Creative Director)

role: Editor-in-Chief

topics:

- sustainable fashion
- eco beauty
- inclusivity
- business interviews
- editorials
- press releases

Inside Sustainable Fashion

Interview with Joanna Olszewska,

founder of WILDA.ECO

Q&A With Stefan Seidel, Head Of Corporate Sustainability At PUMA



Stefan Seidel, courtesy of PUMA

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- COPYWRITING & EDITORIALS -



FASHIONS FINEST



role: Editor-in-Chief

topics:

- sustainable fashion
- eco beauty
- inclusivity
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Read the [Beauty Chat with Tia Roqaa, CEO and founder of Roccabox](#),

FASHIONS FINEST EXCLUSIVE: BEAUTY CHAT WITH TIA ROQAA

Fashion and beauty-makers started somewhere and, if you look a bit closer, their interests and lives are much like ours. We at Fashions Finest love talking about trailblazers, visionaries, creative minds. This time, we had the pleasure to chat with Tia Roqaa, CEO and founder of Roccabox, to know more...

1) For many of us, this love - sometimes a real obsession - for 'everything beauty' started very early. When did you fall in love with beauty? Did it influence your career path in PR?

"I've always dabbled with beauty, but it was when I started working across several global beauty brands, representing them for a top London PR agency, building relationships with beauty brands, trying out products and really understanding them enough to then sell them pitch them to the media, is when I really fell in love with it. I worked for fashion brands too but beauty became my niche and I then moved to an in-house position for a global beauty and wellness brand."

2) Have you had an easy relationship with your natural beauty (i.e. throughout your teens)?

"I've gone through periods of struggling with my skin, and I particularly suffer from hormonal issues, so I find this impacts my relationship with skincare. It started in my teens but it still continues to affect my skin's behaviour on a monthly basis, so my approach to skincare continues to grow and evolve. I think that's true of most women: they tend to discover skincare at a point when they are tackling an issue. Whenever I chat to women with skincare issues - whether that's acne, or pigmentation, or scarring - what stands to me is how much it impacts your mental health. I think this goes to show how important skincare products can be. This is partly why skincare forms such an integral part of our Roccaboxes."

3) Is there a cosmetic product you adored but got discontinued, then letting you down?

"Benefit discontinued their Bathina Body Balm and I really can't work out why: it was everything you wanted in a body balm and left the most gorgeous, flattering super-sexy sheen on your limbs and collarbones. It was my pre-party essential in my late teens and early twenties: I used to slather it on before a night out!"

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- COPYWRITING & EDITORIALS -



FASHIONS FINEST

OVERGROUND: SHOOT

Written by Fashions Finest

OVERGROUND beauty blooms at the edge of the metropolis, where the roughness of the industrial life is pierced by the presence of city women.



Read the editorial:

[Overground](#)

role: Editor-in-Chief

topics:

- sustainable fashion
- eco beauty
- inclusivity
- business interviews
- editorials
- press releases

THRIFTING: AN ECO APPROACH TO AW21 TRENDS

Written by Fashions Finest

Autumn/Winter 2021 fashion trends have landed, bringing some much-needed fresh air to our wardrobes after a year of pandemic outfits. We've all been there over the last twelve months: trendy tops over tedious PJ bottoms and joggers. Luckily, the best of this season's catwalks lend themselves perfectly to thrifting, meaning massive savings and a [sustainable approach to fashion](#). Below are the best of the cold season's trends, along with some hints on fool-proof second-hand purchases.



More on [Thrifting, A/W21 trends](#)

K-BEAUTY SECRETS: WHY KOREAN SKINCARE IS SO POPULAR?

Written by Fashions Finest

K-beauty, K-pop, K-drama. That 'K' means Korean - precisely, South Korean - and it is the signature of the 'hallyu' wave: the proud spread of Korean culture and lifestyle. Korean beauty and skincare have gained popularity and success across the globe but what is the secret of this massive success?

K-beauty is on everyone's lips and faces! Korean beauty spread and conquered the market and the public. However, K-beauty secret is beyond kawaii and colourful packages.



[K-beauty, why so popular?](#)

Valentina Chirico

Copywriter/Editor – Digital Creator

– SEO MARKETING WRITING –

Hertz

Noleggio Auto Noleggio Furgoni Noleggio Business Flotta Usato Prodotti / Partner Customer Service Loyalty

TROVA VIGATA E LA SOLARE SICILIA DI MONTALBANO

Viste le varie località da visitare e chilometri da percorrere, potrai anche decidere di [noleggiare un'auto a Ragusa](#) e scoprire la provincia pianificando il tuo viaggio in varie tappe. Ecco, quindi, dei consigli per un itinerario indimenticabile alla scoperta della Sicilia di Camilleri.



Ragusa

“Ricostruisci” Vigata chilometro dopo chilometro, passo dopo passo: inizia da Ragusa con piazza Duomo, la piazza centrale del paese di Montalbano. La città è divisa in due

role: Senior Writer & Language Specialist

duties:

- keyword research
- competitor/market analysis
- website/content auditing
- SEO writing (long/short form, paid social ads, meta data)
- content optimisation
- CRM work

Find Vigata and Montalbano's Sunny Sicily

Browse *Deadpool & Wolverine* *product page*



Entra in azione con Deadpool e Wolverine

Una scossa di adrenalina e una valanga di battute graffianti ti aspettano con Deadpool & Wolverine. Wade Wilson sembra proprio non poter vivere una vita normale e, dopo 6 anni dagli eventi vissuti in Deadpool 2, viene ingaggiato dal Time Variance Authority per una nuova missione. Nelle vesti di Deadpool e controvoglia, si troverà a combattere a fianco di un altrettanto riluttante Wolverine contro un nemico comune. Questa coppia esplosiva di supereroi sa come tenerti incollato allo schermo!

Un'avventura dell'universo [Marvel](#) tira l'altra. Esplora le collezioni complete dei supereroi e delle saghe viste sul grande schermo. Da [Spider Man](#) e [Black Panther](#), da [Thor](#) e [Hulk](#), passando per [Guardiani della Galassia](#), trova l'accessorio o la t-shirt del tuo eroe preferito.

Deadpool e Wolverine: indossa i tuoi eroi preferiti

Festeggia l'uscita di Deadpool & Wolverine con una maglietta iconica. La collezione di [abbigliamento per adulti](#) della coppia Deadpool e Wolverine comprende t-shirt, magliette a manica lunga, [felpe](#) classiche e con cappuccio in vari modelli e stampe in stile comic. Il tuo outfit non passerà certamente inosservato...

Accessori e ciondoli

Accompagna il tuo look o fai un [regalo](#) gradito ai fan Marvel con la selezione di accessori ispirati al film Deadpool & Wolverine. Le tote bag in puro cotone hanno una praticità epica e sono disponibili in due varianti. Tra il merchandising ufficiale troverai anche dei ciondoli di Deadpool e Wolverine in pose iconiche. Questi charm esclusivi Pandora sono degli accessori da collezione in argento che arricchiranno un bracciale o una collana in grande stile.

Dopo tanta azione, continua all'insegna del divertimento con le pagine e le collezioni dei personaggi e dei film [Disney](#), [PIXAR](#) e [Star Wars](#).

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– COPYWRITING –

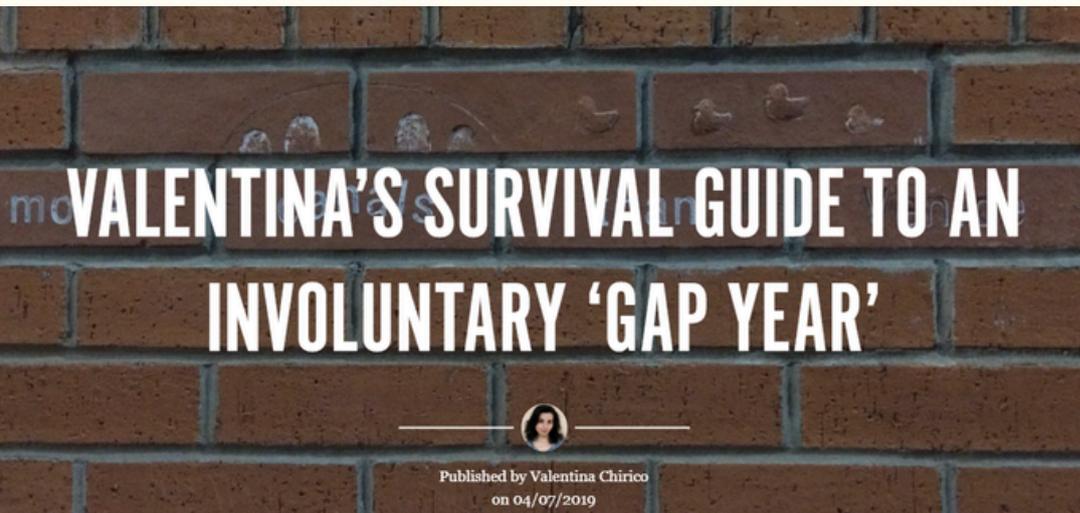


UNIVERSITY OF BIRMINGHAM

role: Co-author & Ambassador

duties:

- promotion
- campus tours
- talks & events
- inspirational articles



Published by Valentina Chirico
on 04/07/2019

Why should you continue your academic studies after a break?

1. To complete your study path – there's always more to learn
2. To deepen your knowledge and become an expert in your field, so that you can learn the skills that are more suitable for your dream role
3. To develop new skills – it's like discovering your superpowers which will make your goals easier to reach



Birmingham's commercial heart can be confusing, so I've made it easier for those new to Birmingham...

From the revamped New Street station, take the escalators to the upper floor full of shops and cafés, the so-called "Grand Central".

Here you can spin around – sometimes like a headless chicken – and either find your way out to New Street, or walk through "Linkstreet", a gallery full of... other shops!

From here, you make your way to the Bull Ring and may God save you (and your wallet) from the shopping madness! But the view of St. Martin's church from the Bull Ring is simply breathtaking.

My guide to navigating the city centre

The University of Birmingham

Fun fact: Did you know that you can go from the city centre to the campus for just £1? What a great deal with your student ID!



The canals in Birmingham are a lovely place to hang out

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- ITALIAN COPYWRITING -



ALPI FASHION MAGAZINE

Fashion, Art and Culture

role: Co-author

topics:

- fashion editorials
- culture & events
- wellbeing & trends
- design made in Italy



La moda parla il linguaggio multiforme dell'arte per vestire l'essere e descrivere il mondo, spingendosi addirittura oltre, fino a ricrearlo: è una "Genesis" quella partorita dalla fashion designer madrilenia **Marta Aranda** e immortalata dal fotografo italiano **Andrea Sartore**.

Vestita di natura e pura luce, la modella appare come un'aura, prendendo corpo in un paesaggio senza tempo e senza coordinate specifiche. Indossa pezzi di sartoria

Discover [The 'Genesis' of Marta Aranda](#)



Tutto nella "Caupona" sa di romanità: il cortile con fontana e piante aromatiche, il prezzario in sesterzi, le pareti affrescate pazientemente a mano con i vividi colori pompeiani. In un anno di lavoro, gli artisti **Rosario Lamberti** e **Rosario Esposito** hanno condensato le sensazioni visive della *domus* di Marco Lucrezio Frontone e del *thermopolium* di Vetuzio Placido in questa masseria ristrutturata.

Read about [experimental archaeology at Caupona Pompeii](#)

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- BRANDED CONTENT -

ValentinaChirico.com
the *beauty archaeologist*



role: Founder & Editor

topics:

- Korean skincare & beauty
- launches & events
- tutorials & reviews
- interviews
- videos on YouTube and Instagram
- social campaigns



Watch on YouTube: [MoYou London Gel Nail Wraps](#)



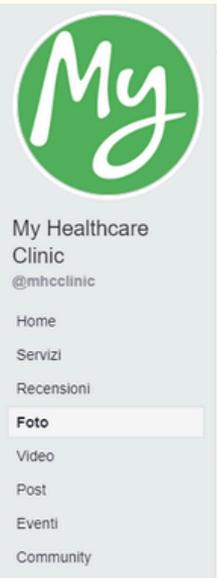
tjc.co.uk

Read: [AXIS-Y climate skincare](#)

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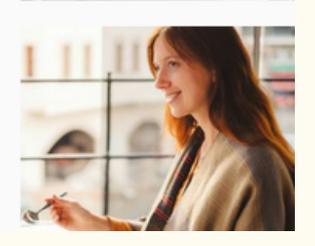
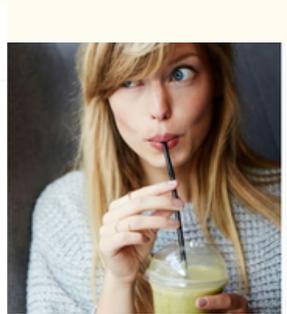
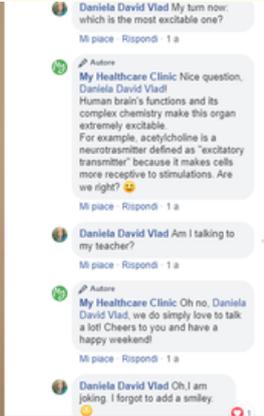
Copywriter/Editor - Digital Creator

- SOCIAL MEDIA MANAGEMENT -



client: a London-based private clinic (healthcare & dentistry)

- content creation
- cross-channel scheduling
- social engagement
- CS support



Valentina Chirico

Copywriter/Editor - Digital Creator

- SOCIAL MEDIA MANAGEMENT -



Leggiamo insieme



e leggi questi versi.
mentica la mano che li scrisse:
mo a tal punto
e non vorrei restar
i tuoi dolci pensieri,
il pensare a me
facesse soffrire [...]"

William Shakespeare
"Antony and Cleopatra" (1609)

Il tempo è una illusione.
ora di pranzo è
na doppia illusione."

Douglas Adams
"La galattica per gli auto-stoppisti" (1979)

LA CLASSIFICA

I più venduti in Italia

"Le otto montagne" - Paolo Cognetti
"La rete di protezione" - Andrea Camilleri
"Rondini d'inverno. Sipario per il commissario Ricciardi" - Maurizio De Giovanni

client: a cultural NGO

- launch & management
- content creation
- strategy & scheduling
- social engagement

a scienza... è fatta di errori,
a di errori che è bene
mmettere perché a poco a
co conducono alla verità."

Jules Verne
"Viaggio al centro della Terra" (1864)



...] La sera d'estate, divampa:
irde di febbre nel volto.
spira di schianto: « Vorrei... »:
a quindi ripete - « Son stanca... »

Rainer Maria Rilke
"L'attesa" (1913) in "Dreizehnte Nacht"

...] Se noi saremo migliori,
rà migliore il mondo."

Luis Sepúlveda
"Il diavolo" (1991)

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SISTE UN SOLO
A CONOSCENZA
UN SOLO MALE
IGNORANZA."



Leggiamo insieme Social

15 luglio 2017 · 🌐

Luglio è iniziato col botto o... con un vero colpo di scena per il mondo dell'editoria. Primo tra i #libri più venduti è "Rondini d'inverno. Sipario per il commissario Ricciardi", ultimo titolo di Maurizio de Giovanni (Giulio Einaudi Editore), segue il vincitore de Il Premio Strega 2017 Paolo Cognetti con "Le otto montagne». Natura e polizieschi sotto l'ombrello.

"[...]VIVERE DOMANI
È GIÀ TROPPO TARDI:
VIVI OGGI."

Marco Valerio Marziale
"Epigrammi" (I, 15) (80 AD circa)

"Il sonno viene
come l'avanzare della marea.
Opporsi è impossibile."

Banana Yoshimoto
"Sonno profondo" (1989)

LA CLASSIFICA

I più venduti in Italia

3-9 Luglio

- 1) "Rondini d'inverno. Sipario per il commissario Ricciardi" - Maurizio De Giovanni
- 2) "Le otto montagne" - Paolo Cognetti
- 3) "La rete di protezione" - Andrea Camilleri

dati elaborati dal Servizio Classifiche circuito Arianna