

MODERN LUXURY  
WEDDINGS  
CHICAGO

THE INTERN WEARS TJ  
MAXX: A SEMESTER AT A  
LUXURY MAGAZINE

ALLISON KRUSE

# GOALS GOING IN:

- Improve my AP stylized writing
- Make strong networking connections
- Become a published contributor
- See if the magazine industry is one I am interested in pursuing



# THE DAY TO DAY:

- Making collages of potential wedding features
- Going through couple interviews for vendor information and potential quotes
- Writing copy for the featured wedding portion of the magazine
- Write about new venues
- Fact check and proofread copy
- Research trends and make vision board for photoshoots and feature stories

# GOALS COMING OUT:

- I learned ML style of writing and was able to effectively stick to it in my content
- Became a published contributor
- Learned that not only did I enjoy working at a magazine, but am good at it too.

# MY TAKEAWAYS:

- The idea that weddings are outdated is superficial
- Everyone knows someone
- Your writing skills can only thrive if you give yourself a strong writing process
- Advertisers seem to have priority over original content

