

**Bustle Announces First Market Hire:
Gabrielle Prescod Joins Bustle As Senior Fashion Market Editor**

New York, NY — April 11, 2017— Bustle, the largest independent media property for women, reaching 50 million unique readers a month, announced today that Gabrielle Prescod has joined Bustle as Senior Fashion Market Editor. This marks the first market hire for Bustle's rapidly expanding fashion and beauty vertical. In the new role, Prescod will lead styling Bustle's original photos spanning entertainment, fashion, beauty and original stock photography, as well as create shopping roundups and fashion content for the site. Prescod will report to Bustle's Deputy Editor of Fashion and Beauty Kara McGrath.

"Fashion has been among Bustle's most popular verticals from day one. We are so excited to expand our content offerings for fashion in 2017 (and beyond!)," said Kara McGrath. "Gabrielle's expertise as a stylist and editor will help us take our original photo shoots and our fashion content to the next level."

"I'm thrilled to join Bustle and help enhance their fashion content," said Gabrielle Prescod. "Bustle's style content is incredibly engaging for millennial women and I look forward to creating content that brings to life Bustle's dissecting voice and is impactful to Bustle's readers."

Prior to joining Bustle, Prescod was Market Editor at *Interview* from 2014-2017. Previously, she was a Fashion and Beauty Assistant at CR Fashion Book. She's a graduate of Trinity College.

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About Bustle

Bustle is the largest independent media property for Millennial women, reaching 50 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning news, celebrity, culture, lifestyle, politics, fashion + beauty, and more. <https://www.bustle.com/>