

## Author bio

### Erica Vagliengo (1977)

**Journalist/web writer** from Torino, Italy.

Columnist [@marieclaire.it](http://marieclaire.it) , [@scenariomagazine.it](http://scenariomagazine.it), [@theladycracy.it](http://theladycracy.it)

She wrote for [notenews.it](http://notenews.it), [excelsiormilano.com](http://excelsiormilano.com), [donna-reporter.com](http://donna-reporter.com), [Oggi7.com](http://Oggi7.com) (Americaoggi weekly magazine), [larivistaintelligente.it](http://larivistaintelligente.it) .

She adores leaving her mark on the Internet, Zurich cake, collecting handbags (especially those from flea markets), contemporary art, NewYork, and caffè *macchiato* (only of the Italian kind). As a kid she used to feel like a mix between Mary Poppins and Virginia Woolf. Now that she's grown up, she has penned the novel 'I Want to Write for Vanity Fair' (ed. Memori) using the pen name of [Emma Travet](http://emma-travet.com).

In 2008, she has launched the **EmmaT Project** via web: it is an innovative example of self marketing which is related to the novel and which has as its protagonist her alter ego, supported by a host of exhibits, diverse events and interviews on national radio and tv. Not forgetting the original graphic design project and merchandise inspired by her adventures: an entire collection of pins, handbag mirrors, lipgloss, and keychains all sold directly online. Her EmmaT stickers have been photographed by her fans from all four corners of the globe, and these pictures form part of the album, *Emmat Around the World*, on Facebook.

The adventures of *Madamin Travet* and of her creator has continued on the blog [emmatvanity.style.it](http://emmatvanity.style.it), a highly popular phenomenon from 2007 to 2012.

In 2013 Erica would like to hide for a while her heroine, for herself. That's why she opens a new blog [www.ericavagliengo.com](http://www.ericavagliengo.com) where you could find her articles&post, her novel&tales and her new pictures.

In September (still 2013) she self published "I Want to Write for Vanity Fair" in the american-english version on Amazon.com, smashworld and lulu.com

<http://www.amazon.com/I-Want-Write-Vanity-Fair-ebook/dp/B00F0UM4BI>

At present she is studying for becoming a **geek girl** and it seems working to her second novel that will give her fame and wealth just to buy a Pekaboo color ginger, a mini iPad, a 500 Fiat color avio and so many other things (*yes, she has always had a strong sense of the humor.*)

[www.emmatravet.com](http://www.emmatravet.com)

## The novel synopsis

### “I WANT TO WRITE FOR VANITY FAIR”

#### **precarious, yes, but with style**

How does one survive during times of crisis, all without demoralising oneself and without giving up on those little things in life which turn the ordinary into the extraordinary? In comes **Emma T., where T. stands for Travet**, a rather common surname and which has nothing to do with Emma Thompson. She is 26-years old and she lives **in Italy** in a small town near Turin which has been hit by the automobile crisis and where one of Europe's first gay bars was opened. By day she works as a **journalist** who is overworked by her boss, **Mr Vintage** (so called not because he is cool, but because his outmoded clothes smell of mothballs, just like his thoughts). Waking up each morning (Saturdays included) is not exactly a dream come true. It would be infinitely better to write for *Vanity Fair*, to which she has been sending her CV each week for the past 2 years. Sooner or later, she's sure someone is going to reply, even if only from mere exhaustion.

In the meantime, she continues to write for *The Voice of Monviso* and for a magazine read by the young adults of the area, **NEW MAG**. To make ends meet, she sometimes works as a copy writer (dressed a-l-w-a-y-s in black) or takes artistic-glamorous photographs of her grandmother, Olga Dionigia (her favourite model), whom she features in shoots styled by her good friend Wolfgango, and which she then sells to an English magazine who loves these contemporary snapshots. A dreamer who is a careful spender, she affronts her everyday life with a healthy dose of irony and inventiveness, balancing her time between her husband, family, friends both new and old and her ultra-flexible job. And whilst she bakes articles on local fairs and conducts interviews with obscure personalities, she dreams of writing for *Vanity Fair*. Will our heroine manage to step into the *Vanity's* editor-in-chief's office?

This is the story of just one of the many ordinary young damsels out there whom, in between one adventure and the next, chases her dreams armed with plenty of determination and incurable optimism. Her style is fresh and dynamic, almost diary-like, and features snapshots and situations drawn from her everyday and which are described through the eyes of someone who defines herself as **'precarious, yes, but with style.'**

## Chronicle: the Emmatproject and the novel

### “I Want to write for Vanity Fair” 2005-2013

#### 2005

##### summer

I begin placing on loads of yellow post its some ideas and thought which I planto use for the novel I always wanted to write.

I also start collecting articles, pictures, shortstories and all that caught my eye and mind.

Inthe meantime I also start reading the best of chick li tnovels: Stefania Bertola, Carolina Invernizio, Sophie Kinsella, and others, while religiously watching all the S&TC episodes. And when I spend a few days at the Biennale di Venezia I can't help but fall in love witha work by the Guerilla Girls.

## **2006**

### **fall**

My first Myspace page opens: [www.myspace.com/mokaerica](http://www.myspace.com/mokaerica). It is a photos, article and interviews extravaganza of some of the stuff I had written for Lookout magazine and much much more.

Thanks to Myspace I have met (virtually and personally) some great creatives such as Marta Grossi (graphic), Pino Pierantozzi (designer of PWR-Tolfa), Marcello Dino (photographer), Rossella Frigerio (lawyer, writer and globe trotter), Raffaella Lancia (editor freelance), Silvia Stella (illustrator), Alice Avallone (creative thinker).

## **2007**

### **spring**

1. I am in Milan to visit the Graffiti exhibit at Pac. Then I meet with Marta G. for a quick McDonald fix. I tell her about my idea of writing a book and then launch it on the web, through a Myspace specifically dedicated to the novel's lead. There I would ideally plug all her adventures, pics and merchandise (pins, stickers, mirrors, key chains and lip balms) featuring her fetish objects: vintage heels, an old typewriter, International fashion magazines.

2. Marta G. loves my project and wants to jump on board. She then creates a logo, a cover and all the merchandise images for my project. And since the title of my novel is going to be "Voglio scrivere per Vanity Fair" ("I Want to Write for Vanity Fair") and my lead's name is Emma Travet, I decide to name it the EmmatProject.

### **june**

1. I launch the Emmat Myspace page: [www.myspace.com/emmatvanity](http://www.myspace.com/emmatvanity)

2. I ask Psiche (a small shop in the University district of Torino) to realize the Emmat merchandise

3. I place the merchandise's pics on Myspace

4. I write the first two chapters of the novel (Raffaella, my precious adviser, will be the only one to read them) and publish them on Myspace as the guys from *Generazione mille euro* (Antonio Incorvaia & Alessandro Rimassa) did.

5. I organize a presentation showcase with my friend Marcello Dino (photographer) in the Quadrilatero and Murazzi districts of Torino using some glamour pics that Marcello took with models wearing Emmat pins.

### **september**

1. I open the Emmat blog on style.it (the Italian website for Vogue, Vanity Fair & Glamour): [emmatvanity.style.it](http://emmatvanity.style.it)

2. Boosted by the great success that the first 2 chapters of the novel had on Myspace, I write the following ones in just 17 days, with Raffaella advising and helping me with the editing.

### **october**

I start sending the novel to a list of publishing houses and agents, all found on the web.

### **october 2007-october 2008**

1. My novel has been sent to a total of 33 publishing houses (the last one to receive it, Memori, will also be the one that will publish my book)

2. I keep the blog and Myspace page always updated with photos, posts, small extracts from the book, articles and such.

## **2008**

### **march**

1. In Milan I meet with the Italian fantasy author Roberta Rizzo (Moony Witcher) who gives me plenty of good tips on how to reach out for agents and publishers. 2. Thanks to Myspace I get to meet lots of American chick lit writers. They will give me useful info on the US editorial system such as finding a good agent on [www.agentquery.com](http://www.agentquery.com). But before doing so, I decide to ask my friend Rossella Frigerio to translate the whole novel in American-English.

3. I begin receiving some refusal letters (and calls) from a series of publishing houses

4. The first Emmat Project related articles appear on the web

### **may**

The Italian website [www.mymarketing.net](http://www.mymarketing.net) features me in [an interview](#). After a few days I receive the email of Nicoletta Fabrizio (editor), who loved my project so much that she wanted to be my editor.

### **june**

1. Interview on RADIO NUMBER ONE (Milan) with Monica Stefinlongo. On that same day I decide to pop into the Vanity Fair HQ to leave the Emmat merchandise to the director's secretary. I made it (there are pics on Myspace that prove it)!

2. A bunch of articles on Emmat appear in a series of fashion blogs

3. I send the American-English copy of my novel to a series of agents found on [www.agentquery.com](http://www.agentquery.com). I get 10 replies and some of them are positive. But they need the novel to be published in Italy first.

4. I decide to send pins and stickers to a list of Italian fashion journalists, hoping they will write something about Emmat. I get lots of promises, but very little action. In the meantime I keep on working as a press office for the Emmat project.

### **october**

1. I send the novel to an editor named Massimo Ghinolfi from Memori (a publishing house in Roma), after having found their website [www.memori.it](http://www.memori.it) and their curious call for papers: *"We are looking for men and women of all ages who have a story to tell. Send us your information and 10.000 words. Nothing will be deleted. Everybody will get an answer. Some will also get to know us in person"*

2. Following the advice of Antonio from *Generazione mille euro*, ("...a gal like you who's all about self marketing and flirting with the press, can't NOT be on Facebook"), I decide to open an Emma Travet profile on Facebook too. Firstly it wasn't really working and most of my feedback was actually coming from Myspace and from the blog (where I also got some answers from the VF director himself, Mr Luca Dini)

## **2009**

### **january**

1. Thanks to Moony Witcher (Roberta Rizzo) I manage to meet, virtually and in the real world, some journalists who will give me advice and suggestions on the Emmat project and on the novel itself

2. Ghinolfi is on FB too and sends me the following post: your work is still on my desk. The door is still open...

3. Oggi7 (weekly issue of the Italian-American newspaper Americaoggi) features an interview in which I talk about the Emmat project and novel.

## **march**

I seriously consider taking an agent since the situation seems pretty struck

## **may**

1. Quartarete, a local tv channel, features me in an interview during the show "Genteche parla" with Cristiano Tassinari

2. At the International Book Fair in Torino, I meet with Darwin Pastorin (journalist and CEO of Quartarete)

3. On May 12th I receive the following e-mail, from Memori:

*"Dear Erica,*

*If you still are interest we have finally decided to publish your book around november/december.*

*Let me know what you think about it so that I can brief you on all the aspects (timing, paperwork, legal and economic issues).*

*Looking forward to hear from you,*

*Sincerely, Massimo Ghinolfi"*

## **june**

I sign my publishing contract with Memori

## **july**

I manage to find a few sponsors who are willing to financially support my Emmat project and I thus decide to officialise and secure the Emmat brand at the Camera di Commercio of Torino. My sponsors are: LOOKOUT group- Bar Tiffany –Cioccolato Puro-Chiale Centrocasa Expert- PWR borse di Tolfa- Due Mosche Bianche (Albissola Marina)-Le 18:00-Albergian-Guido Bosio catering

## **september-october**

I totally rewrite the novel, following the advices and tips of Nicoletta Fabrizio, editor

## **september**

During Milan FV I manage to sneak at the Blumarine show with my photographer friend Linda. I spot Luca Dini and go talk with him at the end of the show. I ask Mr Dini if I could get an appointment and he tells me that yes, it is possible. I would just have to ask his secretary. Pretty easy, uh?

## **october**

I call Dini's secretary who kindly schedules me a meeting around the 20th.

I thus pack a strawberry and rabarbaro jelly (the director's favorite) plus my grandma's recipe and a copy of my novel (not the official one) and go meet with Mr Dini.

I also start working with **Massimo Milanese**, a professional photographer, who realizes the first three shooting for the Emmat project, using three models and three different locations: New York, Pinerolo, Torino.

Massimo also realizes two fashion photo shootings featuring my real self and a series of photo reportages following the various book presentations.

## **end of november**

1. I finally hold a copy of my book in my hands. It smells like freshly printed paper.

2. I open my website [www.emmatravet.it](http://www.emmatravet.it) (NOW [emmatravet.com](http://emmatravet.com)) planned and mastered by Marco Riccardi, web designer.

The book presentation madness begins. I organized almost all of them, except from the one in Rome, for which the editor was in charge. And also get to have a press office and agent (Isabella Borghese).

### **november**

November 27th – Emmat Opening Party -h 17.30 **Bar Tiffany** via Virginio, 29 - PINEROLO (TO)

### **december**

1. dec 3rd - h 17.30 **Caffè Regio** via Po, 3 - TORINO. Book presentation with Darwin Pastorin e Cristiano Tassinari (with whom I had just done an intw for Quartarete)

2. dec 4th - h 17.30 **Libreria Claudiana** Piazza Libertà - TORRE PELLICE (TO). Book presentation by Maria Paola Gillio (journalist and radio speaker)

3. dec 5-8th - my book is presented at the Memori stand during the Fiera del Libro di Roma, selling 50 copies in very few days.

### **2010**

#### **january**

1. jan 4th – h 17.30 – **Bazar in** Pragelato. Presentation by Nicoletta Fabrizio (editor)

2. jan 22nd - h 19.00 – **Libreria Altroquando** in Roma. Book presentation by Giovanna Nuvoletti (writer and journalist) and Cinzia Leone (from Il Riformista). Intw on Radio Kiss Kiss with Max Poli.

3. february 2010

Unexpected meeting (in a bar) with italian director Gabriele Muccino and all the *Baciarmi ancora* artistic cast. Of course I gave him a copy of the novel. And Massimo Milanese took a few pictures of me and Mr Muccino.

#### **march**

1. march 18th - h 18.00 **LE 18:00** via San Vito, fronte 24 (colonne of San Lorenzo) – MILANO. Presentation by: Valentina Crepax (journalist and writer) e Daniela Fedi (journalist and fashion expert).

#### **april**

1. april 24-26<sup>th</sup> - I am among the guests of the Festival Internazionale di Giornalismo in Perugia. My subject of debate is “Giovani, giornalismo e precariato” (young people, journalism and flexibility).

I meet with some italian journalists (Maria Latella, Vittorio Zucconi, Giuseppe Cruciani) to whom I give a copy of my book

2. april 29th - I participate to Webinair (an on line seminary) organized by Oscar Platone. Here is what they say about my project “When novel reborns through the web –the Travet case. Erica Vagliengo tells us the story of the successful, ironic and low budget personal branding behind her Emmat project and Emma Travet character”

#### **may**

1. may 13th - h 17.00 - **Salone Internazionale del Libro di Torino**. Presentation by: Alessandra Comazzi (tv correspondent for La Stampa), Simonetta Rho (tg3 regionale), Darwin Pastorin e Pierangelo Sapegno (journalist at LaStampa)

2. may 15th -1. Photo shooting and intw for a Panini publication dedicated to 18 young and talented italians. I have been chosen for the “Communication” category; 2. Special guest of a SWAP party held in Pinerolo.

3.may 21st- h21.00 - **Salone dei Cavalieri in Pinerolo**.Presentation by Anna Berra (writer) e Nicoletta Fabrizio (editor).

## **june**

### **1.june 19th - h4.00-6.00 pm Opening party in NEWBURGH (NY)**

Thanks to a friend I found this lovely cafeteria in Newburgh called “Caffè Macchiato”. The owner is an Italian lady, former journalist and married with a photographer from Haiti, who loved my project and offered me an opening party ([www.caffemacchiatonewburgh.com](http://www.caffemacchiatonewburgh.com))

Thanks to Facebook, I met Tiziana Resta, from Smeraldas ([www.smeraldas.com](http://www.smeraldas.com)) a travel agency, who hosted me in her Long Islandhouse.

2.During my stay in NY I manage to meet a few italian journalists: Maurizio Molinari (La Stampa), Gerardo Greco (Rai2), Franco Schipani (Rai Corporation) and Riccardo Viale (director of the Istituto Italiano di Cultura in NY).

## **october**

1.october1st: participation at the Meeting of Italy’s young industrials in Torino

2.october7th - h 6 pm: book presentation at FNAC in Torino (with Alessandra Comazzi from La Stampa and Simonetta Rho from Rai)

## **november**

november: presentation in Airasca (TO) with Alessandra Montrucchio, writer and journalist and dj Dallomo.

november18<sup>th</sup> h 6.30 pm: fashion party organized by Giuseppina Sansone (personal shopper from Torino) to celebrate the one year birthday from the publishing of “Voglio scrivere per Vanity Fair” to the atelier ORFANE 30 (TORINO) [www.orfane30.it](http://www.orfane30.it)

november27th: meeting with 18 young italian talents in Modena interviewed by Francesca Parravicini, for a Paninipublication. I have been chosen for the “Communication” category.

## **2011**

**may:** Torino Book Fair with Alessandra Comazzi (Italian journalist-La Stampa)

**june:** Fashion camp(Milano)- emmat project presentation

september: book presentation in Volta Mantovana (Mantova)and fashion blogger @Yahoo during the Milan Fashion Week

**october:** Circolo dei Lettori(Torino) with the italian writer Andrea Bajani

**december:** Gossip emmat- event in Milan, intw by the fashion journalist Elisa Motterle (Conde Nast)

## **2012**

**january:** shooting with Kristina Gi to promote the emmat tee and book presentation @Biblioteca Edisu

**february:** emmat give away with the blogger Amrita Massaia

**may:** Torino Book Fair and Circolo dei Lettori (Torino)

**july:** Aperitivo in rosa- Pepino Caffetteria (Torino)

## **2013**

**september:**”I Want to Write for Vanity Fair” on [Amazon.com](http://Amazon.com) (self publishing)

**october:** aperibook to the Golden Palace Hotel with Alessandra Comazzi and the food blogger FrancescaGonzales

- Frankfurt Messe (9-13 october)

**2014**

**I Want to Write for Vanity Fair: new version published by goWare (ebook and book available on Internet)**

**april:** "I Want to Write for Vanity Fair" become e book thanx to the my NEW publishing house, goWare (Florence based)

**may:** Torino Book Fair with Alessandra Comazzi, Francesca Gonzales, Stefano Simonini to promote novel new version

**december:** merenda sinoira @Interni Busin (interior design store) in Perosa Argentina (40 km far Torino)/ Uptown Market: vintage party in a loft in Milano

## Interview

**Emma Travet, the adventure continues, online and off line,  
by Francesca Masoero ([www.thestreammagazine.com](http://www.thestreammagazine.com))**

Emma Travet does not really exist. It is a fictional character created by Erica Vagliengo who, in November 2009, published a novel, using " Emma Travet " as a pseudonym. Erica and Emma share a parallel life on the web, which includes Facebook pages, Twitter, Instagram, blogs and photo albums. The success soon brought Emma in the offline world too: television, radio, the book fair in Turin, the Perugia Journalism Festival, the national meeting of CNA (youngentrepreneurs), the Milan Fashion Week and a visit to New York in 2010, where she mixed business and pleasure. Today, 5 years after the publication of "I want to write forVanity Fair," Erica and Emma have become increasingly interconnected, interdependent and ready to conquer the world.,

**:: Yourmarketing approach has had a great momentum and I know that you have enabledseveral new collaborations and partnerships. Can you share with us whathappened?**

Sure! My motto: "Heaven helps those who help themselves" once again proved its validity as through networking and collaboration I was able to enrich the Emmat project and have more visibility. I recently collaborated with the creative Angela Grossi ([www.angelagrossi.com](http://www.angelagrossi.com)) for a shooting in Milan, last fall, thanks to the personal shopper Pina Sansone, there was the"Emmat Fashion Party" at the Atelier Orfane30 of Turin, then I wore the clothes of "Atelier Tessore" in various events, and I am activating a partnership with an Albissola based fashion designer: the DueMosche Bianche.

**::Your passion for fashion and shopping (strictly low cost) have also continued, with the rich feedbacks that you get from your Facebook page, Blog ([www.ericavagliengo.com](http://www.ericavagliengo.com)), Twitter and Instagram. But who is more fashionista Emma Travet or EricaVagliengo?**

Ha! This is a one million dollars question... I really do not know (and laughs).

**:: The story of Emma Travet is a contemporary Italian history, telling how creativity and ingenuity sometimes allow to maneuver cleverly (and with some good results)the stagnation of the precariousness and flexibility. Do you have any tips to share with your readers?**



After almost two years, which I have spent arranging my own presentations, contacting journalists, being my own pr and press office, enabling various partnerships and participating in various events, I learned that you should not ever give up. Go forward with perseverance, determination, courage and a pinch of unconsciousness. In Italy especially, where difficulties are all around. But, although it is sometimes difficult, if there is solidity and determination, sooner or later they will be noticed and recognized.

**::Your heroine is a strong and capable woman, incredibly far from the stereotype of the starlettes and showgirls stereotype that you see everywhere on the Italian media.**

Yet, girls like Emma Travet are actually the majority of the Italian female community. Who are the real women that inspire you and have inspired Emma's adventures? Italy has definitely many great women who stay in the shadow, without ever getting noticed. I draw inspiration from my friends (real and virtual) and the many girls who write me their stories. These are tales of another Italy: healthy, honest, proactive, creative.

**::Emma's stories are Italy based, more specifically in Turin. We understand that there is a very deep feeling that binds you to your country and its positive symbols (literary, fashion, food and wine ,...). What would you bring to the US?**

Just the positive symbols: our publishers / literary authors, young people who get in the game and have the courage to invest in their ideas (there's plenty of Italian talent using the web as a showcase because it is a more democratic tool of spreading content). Then the Zurich cake, the panettone Galup, all of the emerging designers.

**:: And vice versa?**

Let me open a parenthesis: I love America, New York especially. I was there last year to present the novel and meet journalists in 2010. I had contacted via the Internet (Molinari of La Stampa, Greco from Rai2, Schipani from Rai International). They listened to me and gave me advices. So from the US I will bring the sense of the future, the investment on youth, the possibility and the ability to sense talent, the sense of the business.

**::What are you doing, Emma and you?**

Emma is in New York City, working and trying to become a fashion journalist. I'm now working on my new novel... so stay tuned on [www.ericavagliengo.com](http://www.ericavagliengo.com)

[www.emmatravet.com](http://www.emmatravet.com)

**YOU CAN BUY THE BOOK ON <http://www.amazon.com/Want-Write-Vanity-Fair-ebook/dp/B00FOUM4BI>**

**TRANSLATION BY FRANCESCA MASOERO**