

Inclusivity, Creativity, and The Weird Tops All At PAPER Magazine

Mia Jones sits down to talk with Andrew Nguyen about his role at PAPER as the Head Fashion Editor.



Andrew Nguyen, Head Fashion Editor at PAPER. Credit: [LinkedIn](#)

By Mia Jones—MAR 26, 2024

What specifically pushed your transition from fashion styling and production, to fashion writing and editing?

Styling was hard, it was such a physical job. It was fun to work on a creative team, but my heart was not in it. Someone that I was a style assistant for had me help her at New York Magazine, and I became an editorial assistant for Stella Bugbee.

Has your experience as a stylist and model impacted the way you approach your current role as a fashion editor? If so, how?

Definitely. In my agency's bio it says I have experience on and off the camera, so knowing all of the ins and the outs has been extremely helpful.

Can you highlight one difference in the content you create for PAPER in comparison to the content you have created in the past for The Cut?

PAPER is fun, now I get to focus more on emerging brands, weird, young artists, and people in school who are trying to do their thing. At The Cut, that's where I spent a lot of time working with bigger brands, like the Louis Vuittons and the Pradas.

What are your top 3 roles/responsibilities in your position at PAPER?

I oversee the fashion vertical in terms of the stories that we're doing. So, assigning and editing the stories, and handwriting stories myself. I have a hand in our shoots, like what brands we should be shooting and people we want to work with. I work on partnerships as well.

With PAPER's recent comeback, what exactly does your team do to uphold the publication's iconic legacy of pushing boundaries in NYC culture and fashion to build a community?

When Justin relaunched, something we aligned on was focusing on stories that other publications aren't telling. Stories about community, young artists, brands, and designers that aren't getting the attention they deserve. It means more for a designer coming out of Parsons to get interviewed than it does a big brand.

How does PAPER seek out content in competition with other magazines to create unique and fresh stories?

I don't worry too much about what other publications are doing. I pay attention, but it's just a matter of what interests me and what I think is important. I use my judgment, along with the rest of my team's, opposed to jumping on the bandwagon, which sometimes we do.

How does PAPER decide which creatives and artists to highlight in their interviews and features, such as the "Coolest Person in the Room" segment?

Recently we had Jacques Agbobby and DJ Miss Parker. Agbobby, we wanted to spotlight a designer that's talented, but isn't necessarily getting a lot of attention. Miss Parker, she's a nightlife legend, but just because she's a legend in a small bubble doesn't mean that other people know her well.

How do you network and build relationships when out and about at events in NYC?

I've gotten good at saying "hi" to people. People recognize when you're being real, as opposed to talking to someone because you want something. Good relationships are built slowly, and networking is the same. If you connect, go get coffee and talk, maybe that'll turn into work, maybe it doesn't.

You mentioned in your interview with Anna Sui that the game of breaking into the fashion world is still the same, it's just played differently. What's the strongest piece of advice you would give to someone who is trying to play the game for a spot in this competitive industry?

Do what you must to get your foot in the door. Get internships, reach out, and play the game a little. I see people who play it well and move in that structure, but then I see people who aren't afraid to use their voice and get what they want.

Do you think your POV as a queer, Asian American man affects the way you go about your work as a creative? If so, in what ways?

Yes, I look out for stories that other people might not look for. I look at the site sometimes and I think that maybe we should be more mindful of spotlighting a certain kind of voice. Also, I catch things sometimes, and I've had to flag some things.