



## 2014 Fashionista Search OVERVIEW

The opportunity for one lucky Year 12 student to win a paid internship, at a fast-growth fashion eCommerce start up AND their dream formal outfit.

### THE PROGRAM

#### Vision

Our vision is to support teenage girls that aspire to work in fashion, retail or technology by offering a unique opportunity to launch their career and gain invaluable experience with a tech-focused and fashion-forward company, from the ground up.

#### Objectives

1. Discover Australia's next budding fashionista and support her career trajectory by offering her a paid internship at a fast growth eCommerce start up.
2. Discover 10 more girls that are budding fashion bloggers; giving them an opportunity to become part of The Fame Chain and to learn how to commercialise their blogs.
3. Discover one girl from every school that lives and breathes fashion to become a Fame & Partners Ambassador, which comes with a whole bunch of fun perks.

#### HOW YOU GET INVOLVED

Simply confirm, on the email below, that you would like to tell your students about this and we will email you some materials to print, email or post.

#### About the Program

Fame and Partners believes in the convergence of fashion and technology, so we want support young women who aspire to have a career in this area. We have created a network of fashion forward bloggers called The Fame Chain that assist with trend forecasting and spreading our word, in return for cash, cred and dresses. Our 2014 Fashionista Search sees us accepting young women into this program and selecting one very special young woman to receive an intensive 2 week paid internship inside our company.

If young women feel equally excited about the future of fashion and technology, they should apply for our internship program. If they feel inspired to learn more about the future in this way and experience a company that lives this every day, they should apply too!

There are 3 layers of opportunities for high school girls:

- a. 1 x paid intensive learning internship for 2 weeks with Fame & Partners, at our Sydney office
- b. 10 x Fame Chain Maven opportunities where girls will learn how and be able to monetize their current social media following
- c. An Ambassador opportunity for one girl from every school, to represent Fame & Partners at their school, with a bunch of fun perks.

### **About the Paid Internship**

We will be selecting one lucky girl from Year 12 who will join Fame and Partners at a time convenient to her, between November 2014 – February 2015, as a paid intern. This *may*, completely at our discretion, result in a job offer thereafter.

Applications will be reviewed by the Fame & Partners management team and we will be looking for the following:

- Demonstrated experience and/or interest in fashion
- Demonstrated experience and/or interest in digital, online technologies, social media
- Active social media user
- Preference for demonstrated writing ability
- Can demonstrate how they live the Fame & Partners brand values
- Someone future thinking and technology savvy

The intern will learn about the following:

- The process of creating, marketing and managing a fashion eCommerce website
- How to promote a fashion products online and through traditional channels
- All about content marketing and social media
- How top Fame Chain members built their social following (via direct Skype sessions)
- The process of trend forecasting; how Fame & Partners takes inspiration online to create a monthly capsule collection
- The process of designing a dress from market research to design to specification
- About the fabric selection and sourcing process
- The production process for manufacturing formal dresses
- The process of managing customer orders, complaints, enquiries
- About styling and the process of offering styling support and advice

The intern will be responsible for the following tasks:

- Contribute to the design process for the active capsule collection
- Contribute to the development of marketing materials
- Attend photo shoots where required as a styling assistant
- Researching key celebrity trends
- Researching key fashion trends
- Social media posts across Facebook, Twitter
- Writing blog articles
- Customer service support where required

### **About The Fame Chain**

The Fame Chain Mavens and Members are the lifeblood of our business. Every

month, we hand select a Fame Chain Maven to do a design collaboration with and on an ongoing basis, Fame Chain Members all participate in our trend spotting process. In becoming a member of The Fame Chain, these girls will receive:

- A FREE DRESS
- One-on-one private tutorial session with our Chief Fame Chain Officer, learning how to improve their blog, drive more traffic and turn blogging into a career!
- An opportunity to connect with a high profile Fame Chain member to ask them some key questions about how they got where they are
- Opportunity to earn 10% commission for any dress sales that come from her blog
- Ongoing SEO and traffic generation techniques & tips
- Public endorsement of their blog as part of The Fame Chain
- A feature on our blog, The Chain
- On a case-by-case basis, there will also be media opportunities

As a member of The Fame Chain you will be actively seeking a career in fashion or styling and love social media. You may have your own blog already.

Each Maven/Member will receive a free dress at the conclusion of 2 months. Mavens/Members will be selected will start in September 2014.

#### **About the Fame & Partners Ambassador Program**

Fame & Partners Ambassadors are girls that live and breathe fashion but may be seeking a career in any of the areas our business is focused on; retail, fashion or digital. They are the girls that other girls in their school look to for style and advice.

Fame & Partners seeks Ambassadors to give us the fashion low down on formal attire at their school, this year. They will invite us to the school formal dress Facebook Group where we will distribute each girl a \$25 voucher and offer free styling advice.

Fame & Partners Ambassadors will be invited to VIP nights and will receive first sneak peeks at our collections for their fashion feedback.

In return for this, each girl will receive a \$50 voucher to spend on our online store and the opportunity to be featured in her dress, on our blog!

#### **HOW TO APPLY**

Fame & Partners will open up applications via our website on 10<sup>th</sup> July 2014.

The application process will include:

- Contact Details
- Social Media Profiles
- Why they should be the 2014 Fame Chain Fashionista
- Their dream job and why

Applications will close 8<sup>th</sup> August and winners will be announced by 11<sup>th</sup> August

## ABOUT FAME & PARTNERS

Fame & Partners is a next generation fast fashion business. We use sophisticated trend tracking and positive relationships with fashion mavens in our Fame Chain to create monthly capsule collections of event dresses. Our vision is to have the most current, trending designs available, for our fashion forward customers, at accessible prices.

### Our Brand

Cool. Curious. Intelligent. Worldly. Connected. Creative. Socially Aware. Spirited. Girly. Loving. Caring. Supportive. Style mavens.

### Brand Values

1. Self expression
2. Individuality
3. Unabashed love of fashion
4. Technology
5. Nouveau feminism: Strong women celebrated for all their strengths, complexity & flaws too
6. Friendship
7. Self confidence
8. Creativity
9. Fierce passion for life
10. Self belief
11. Living on the fringe; not being popular for the sake of it

## CONTACTS

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