

---

## 2015 FASHION IT GIRL SEARCH

---

FAME  
&  
PARTNERS

**ASOS**  
discover fashion online

### OVERVIEW

THE OPPORTUNITY FOR ONE LUCKY HIGH SCHOOL SENIOR TO WIN A PAID INTERNSHIP AT FAME & PARTNERS AND ASOS (BASED IN NYC) AND THEIR DREAM FORMAL OUTFIT.



---

## ABOUT THE PROGRAM

**FAME AND PARTNERS BELIEVES IN THE CONVERGENCE OF FASHION AND TECHNOLOGY, SO WE WANT TO SUPPORT YOUNG STUDENTS WHO ASPIRE TO HAVE A CAREER IN THESE FIELDS.**

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 2015 FASHION IT GIRL SEARCH SEES US ACCEPTING HIGH SCHOOL SENIORS INTO THIS PROGRAM AND SELECTING ONE VERY SPECIAL YOUNG STUDENT TO RECEIVE AN INTENSIVE 2 WEEK PAID INTERNSHIP INSIDE OUR COMPANY.

WE'RE LOOKING FOR A YOUNG STUDENT WHO IS DUALY INTERESTED IN BOTH FASHION AND TECHNOLOGY, WHO HOPEFULLY ASPIRES TO HAVE A CAREER IN ONE OF THOSE INDUSTRIES (OR, LIKE US, WANTS TO WORK SOMEWHERE THAT MERGES BOTH)!



.....

## **THERE ARE 3 LAYERS OF OPPORTUNITIES FOR HIGH SCHOOL GIRLS:**

1 X PAID TWO WEEK INTENSIVE LEARNING INTERNSHIP WITH FAME & PARTNERS AND ASOS AT OUR NEW YORK CITY OFFICES, AND THE ULTIMATE PROM DRESS

10 X FAME CHAIN MAVEN OPPORTUNITIES WHERE GIRLS WILL LEARN HOW AND BE ABLE TO MONETIZE THEIR CURRENT SOCIAL MEDIA FOLLOWING

AN AMBASSADOR OPPORTUNITY FOR ONE GIRL FROM 50 DIFFERENT SCHOOLS, TO REPRESENT FAME & PARTNERS AT THEIR SCHOOL, WITH A BUNCH OF FUN PERKS LIKE FREE DRESSES, HAIR AND MAKEUP SESSIONS BEFORE PROM, AND FUN PHOTO SHOTS.

.....



---

## **ABOUT THE PAID INTERNSHIP**

WE WILL BE SELECTING ONE LUCKY STUDENT FROM YEAR 12 WHO WILL JOIN FAME & PARTNERS AND ASOS AT A TIME CONVENIENT TO BOTH, BETWEEN JUNE 2015 – SEPTEMBER 2015, AS A PAID INTERN.

### **APPLICATIONS WILL BE REVIEWED BY OUR JUDGING PANEL 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 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

- POTENTIAL OPPORTUNITIES TO ATTEND INDUSTRY EVENTS WITH THE HEAD OF EDITORIAL & SOCIAL

## 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
- ATTEND INDUSTRY EVENTS IF THE OPPORTUNITY ARISES



## ABOUT THE FAME CHAIN

**THE FAME CHAIN MAVENS AND MEMBERS ARE THE LIFE BLOOD 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 SHOULD HAVE YOUR OWN BLOG ALREADY.**

EACH MAVEN/MEMBER WILL RECEIVE A FREE DRESS AT THE CONCLUSION OF 2 MONTHS. MAVENS/MEMBERS WHO ARE SELECTED WILL START IN SEPTEMBER 2015.

## 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 JANUARY 12TH 2015.**

THE APPLICATION PROCESS WILL INCLUDE:

- CONTACT DETAILS
- SOCIAL MEDIA PROFILES
- WHY THEY SHOULD BE THE 2015 FASHION IT GIRL
- THEIR DREAM JOB AND WHY

**APPLICATIONS WILL CLOSE FEBRUARY 28TH AND WINNERS WILL BE ANNOUNCED BY MARCH 6TH.**

FAME  
&  
PARTNERS

asos  
discover fashion online