



Partnership Opportunity

Louise Chambers

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www.stylechambers.com.au



Style Chambers - building a premium online destination for Australian style seekers and style lovers.

Style Chambers Members enjoy privileges such as:

- Online styling workshops
- Fashion & style brand partner discounts & special offers
- Entry into premium luxury giveaways & **chances to win back cost of purchases from our Brand Partners.**
- Style inspo, fresh offers & updates delivered to their inbox

About The Founder: Louise Chambers

Louise Chambers has been in the business of fashion for nearly 15 years styling individual clients, media personalities, corporate teams, fashion events, photographic shoots and retail visual merchandising displays. She has shared her knowledge and passion through workshops nationwide for retail and corporate clients and appeared as guest presenter and accessory brand ambassador on Australia's and New Zealand's TVSN channel. In 2018, Louise was appointed head stylist for Magic Millions, styling ambassadors including Zara Phillips MBE & Mike Tindall.

As a Personal Stylist, she has helped hundreds of women and men find their personal style, build fully-functional wardrobes that work for their body shape, lifestyle and budget and, ultimately, look and feel fab. She works to build confidence and skills to navigate the often overwhelming array of fashion choices and new season trends in the marketplace and inspire clients to find the fun in fashion and enjoy shopping for clothes and accessories.

Louise combines fashion & personal styling skills with media promotions & marketing experience to bring Style Chambers to life.

Style Chambers connects style seekers & style lovers with brands to elevate their style journey in an innovative, entertaining & exciting digital landscape.





In pre-launch phase, we are currently onboarding Foundation Partners.

Inclusions for our Foundation Partners:

- \$80.00 discount on Brand Partner One-Time Registration Fee.
- The chance for members to spend up to \$500.00 with your brand as our Launch Giveaway.
- Your Logo, Brand Profile, Member Offer (*example: % or \$ discount, gift with purchase/bonus or free shipping*) & Promo Code listed in the Members-Only Privilege Suite. Convert our members into your customers via our platform and marketing strategy.
- eDM Mention to announce onboarding of your brand.
- Social Media Mentions to announce onboarding of your brand.
- Your logo featured on the Style Chambers website Home Page under the Brand Partners banner.
- Access to Partnership Leveraging Opportunities

**LAUNCH OFFER:
REGISTER AS A FOUNDATION PARTNER FOR \$99.00 ONE-TIME INVESTMENT**

**Limited to the first 25 Partners, normally \$179.00*

Partnership Leveraging*:

As a valued Style Chambers Partner, we can work further with you to create compelling synergies that not only elevate our members' style journeys but also amplify your brand presence within our community.

We're excited to explore integration opportunities, such as:

- Online Styling Workshops - your brand in the spotlight, via product placement, in styling workshops presented by stylist, Louise Chambers.
- Vox Pop Style Content - sponsored segments & content.
- Long-Form Social Media Content - carefully crafted for your brand.
- Events & Red Carpets - attendance and/or interviews for content.

We invite consultation to understand your objectives and how we can deliver on these through fresh, fun and exciting concepts in collaboration with Style Chambers platform.

Lets chat!

**Rates apply*

Brand Partners have the opportunity to leverage their partnership with Style Chambers in a variety of ways.

One option is via a 45-60 minute stylist-lead LIVE Workshop hosted on www.StyleChambers.com.au platform fortnightly on a Tuesday evening from 7.45pm (AEST). Members tune in to see your brand offerings spotlighted by Louise's style expertise and guidance on how to wear, style, mix and match in a dynamic, relatable and engaging workshop format.

Live Q&A: A place is reserved for your brand representative to be included as moderator, if desired, to answer brand and garment specific questions throughout the Workshop - building member confidence to use their event-specific discount/offer code to purchase.

Promotional Giveaway: At an optimum time in the LIVE Workshop, Louise will solicit for members to enter the STYLEWORD published in their eDM and on socials for the chance to win Brand Partner prizing on the spot.

Pre-Promote: Members are notified of the Workshop, via eDM the day prior – this notification includes Brand Partner mentions and logos plus details of prizing they can win only by tuning in to the LIVE Workshop.

A 30-60 second teaser of the products will be shared across socials on the day of the LIVE Workshop.

Post Workshop:

- The Workshop is made available for viewing ON DEMAND in the Members' Portal, after the LIVE is complete. The event-specific discount/offer code is valid for seven (7) days from LIVE Workshop so members unable to join live can redeem after watching ON DEMAND.
- An edited version of the Workshop is published on Style Chambers' YouTube channel seven days later for public consumption (no discounts or prizing offered in the public domain).
- Snippets of the workshop will be shared across social platforms in the days following the live screening.

Important Information:

- Brand Partners will have access to sharable social media content – no publishing rights apply to the Workshops.
- Style Chambers reserves the right to include 1 x Footwear Partner, 1 x Handbag Partner, 1 x Jewellery Partner and/or 1 x Venue Partner for the Style Workshop. Brand Partners can opt to be the exclusive brand represented in a workshop for an additional fee.
- Full Terms & Conditions available on request.

Contact us to discuss or book.

Become a Style Chambers Brand Partner

To register as a Style Chambers Brand Partner today, you will need:

1. Your Discount / Special Offer including any Terms & Conditions of your offer.
2. Your Promotional Code for Member's Online and/or In-Store Purchase
3. Brand Profile (100 word limit)
4. Brand URL (website) and Store Locations (or indicate if available nationally)
5. Brand Logos:
 - o 300x300 max. PNG, transparent background, black
 - o 300x300 max. PNG, transparent background, colour (optional)
 - o 300x300 max. PNG, transparent background, white (optional)

Style Chambers prides itself on being ahead of the trend.

We would love to be included in Press Releases from your organisation to be on the front foot with your product launches, releases and more to share with our members from time to time. Please feel free to add us to your Industry Mailing List (details below).

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Or register at
www.stylechambers.com.au/becomeabp

Thank You

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