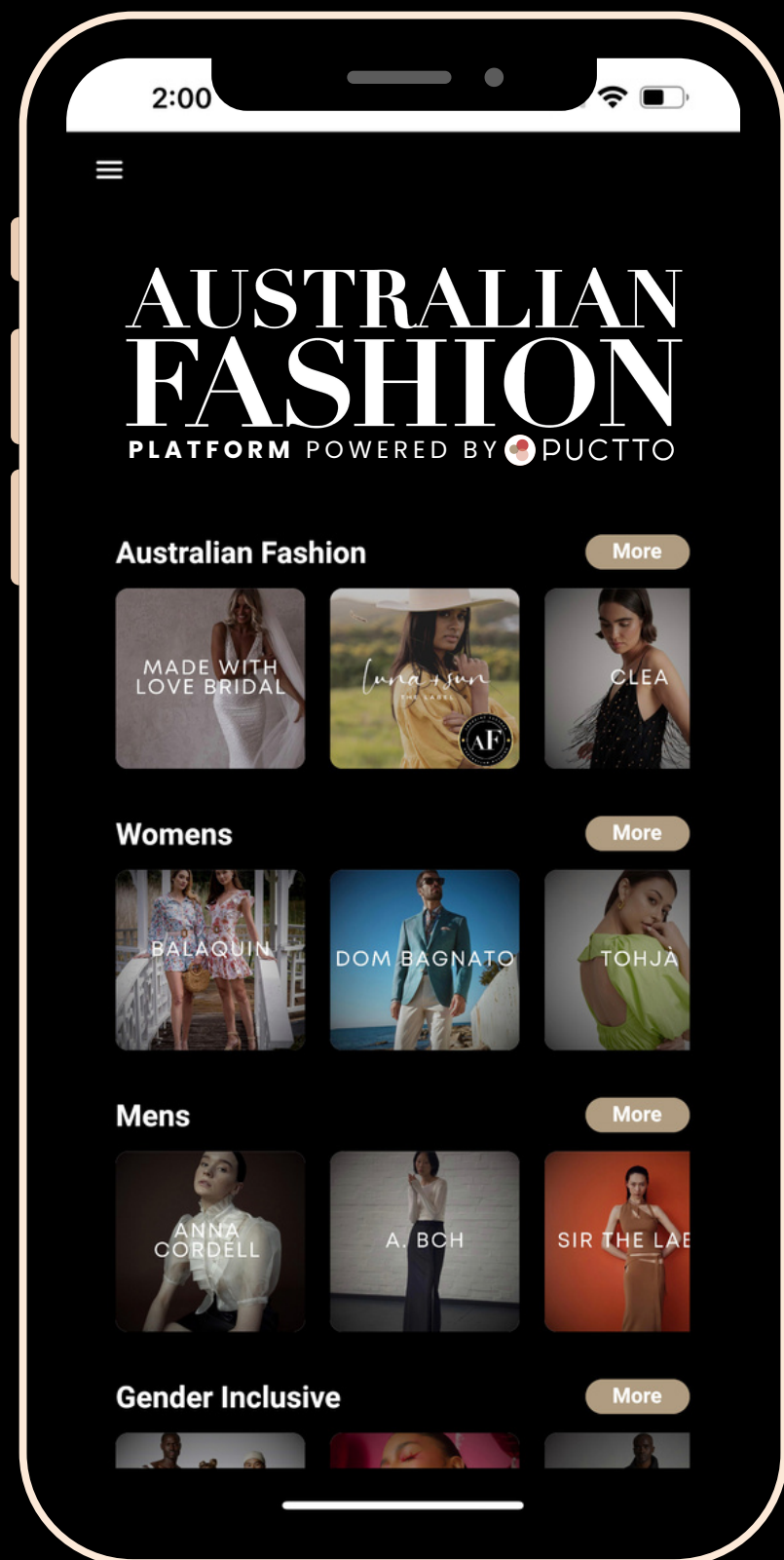


AUSTRALIAN FASHION

PLATFORM POWERED BY  PUCTTO

RETAILER AD RATES



Be part of an Australian-only social platform
made by Aussies, for Aussies.

THE
FASTEST
GROWING
ONLINE
AUSTRALIAN
FASHION
PLATFORM

Hi there!

I'm Belinda, the founder of Australian Fashion Platform.

I am super passionate about supporting the fashion industry, and creating things that change the way it's 'always been done' – and make it way better!

With that in mind, we are excited to introduce you to a brand new Aussie-only, fashion-only app that's set to revolutionise the way people shop for Australian fashion.

Whether you're a brand with loads of bricks-and-mortar stores or a talented designer operating 100% online, the Australian Fashion app is for you.

We invite you to join us in changing the way Aussies discover, and buy, fashion online. Get ready, this is just the beginning – it's going to be #massiveAF :)

Belinda

Belinda Scott
Founder | CEO



Belinda Scott

Get discovered and promoted in a new way.

Get found by new customers

Find your ideal customers:
Aussie shoppers actively
looking for fashion to buy.

Get an unbiased directory listing

No boosting. No one giving us
cash to be at the top. Just a
simple and unbiased directory.

Get involved – it's happening fast

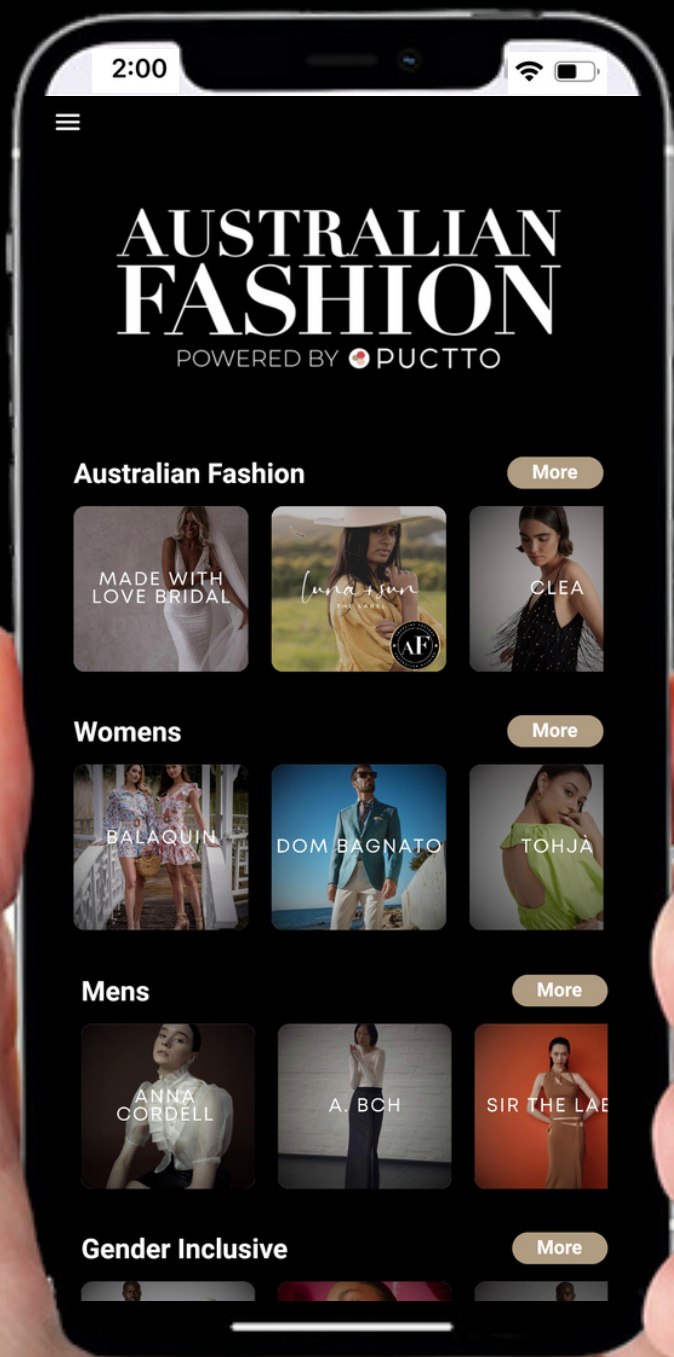
We're new but we're the fastest
growing Australian platform so
get in on the ground floor!

list your store

list your discount code

list your fashion event

list your store



GET A BASIC LISTING FREE

What you'll get:

- ✓ Your account setup with Australian Fashion
- ✓ Artwork for your Directory Listing
- ✓ A link to your online store

Free until 31 December 2023. From 1 January 2024 choose from \$99 or \$199 per year.

list my store



GET A PREMIUM LISTING AU\$199 per year

What you'll get:

- ✓ Everything in the Basic Listing

PLUS

- ✓ You'll be featured in an AF social post (including a link to your online store)
- ✓ 2 free discount code listings
- ✓ 2 free event listings
- ✓ You'll be featured in an AF blog

From 1 August 2023

coming soon



BECOME A FOUNDING PARTNER FOR JUST AU\$250

What you'll get:

- ✓ Everything in the Premium Listing

PLUS SPECIAL OFFER FOR LIFE*

- ✓ Your logo featured on your Listing
- ✓ You'll get an official 'Founding Partner' badge, to use on your website, socials... wherever you want!
- ✓ You'll be listed as a Founding Partner on the AF app – for all time!*
- ✓ You'll have the opportunity to pre-test new tech features

The Founding Partner offer ends 31 July 2023

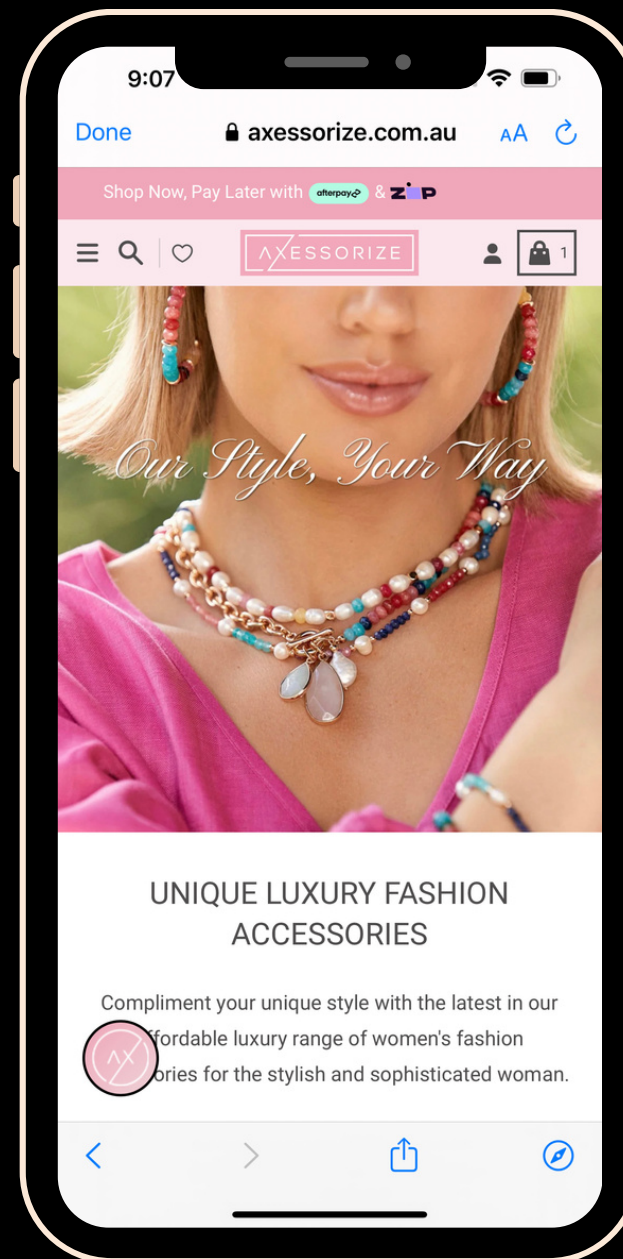
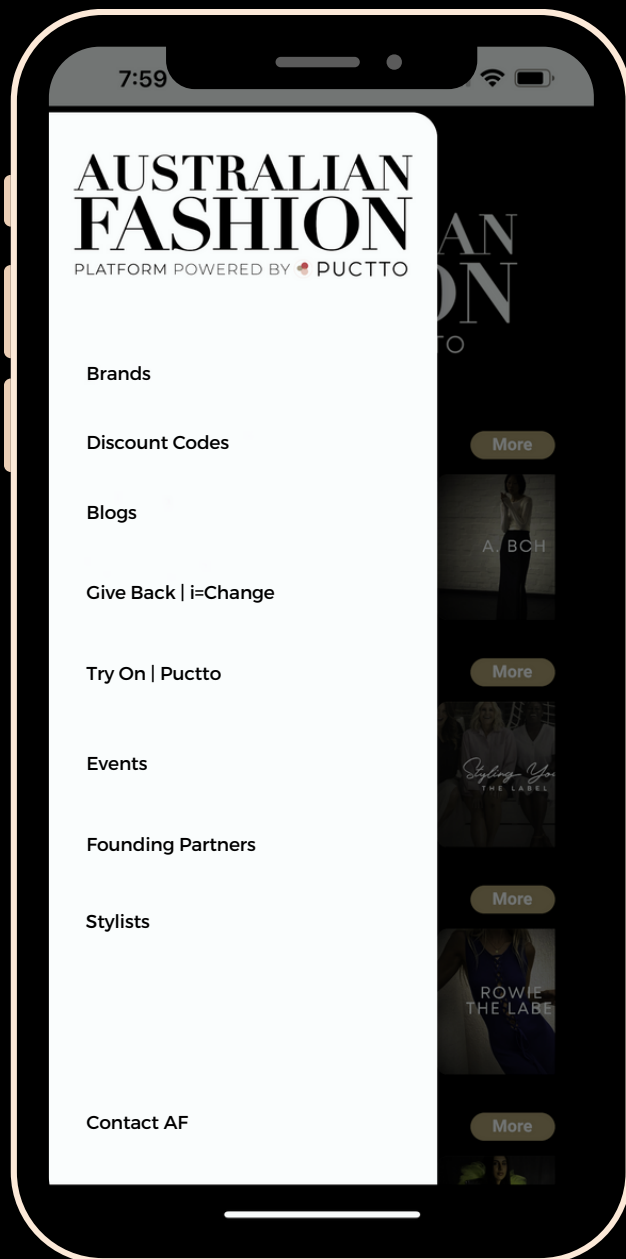
list my store



*life of app



list your discount code



List your discount code

Unlock any exclusive offers from your brand within the **Discount Codes** prime listing – it's a quick and simple way for users to find the best fashion deals in Australia.

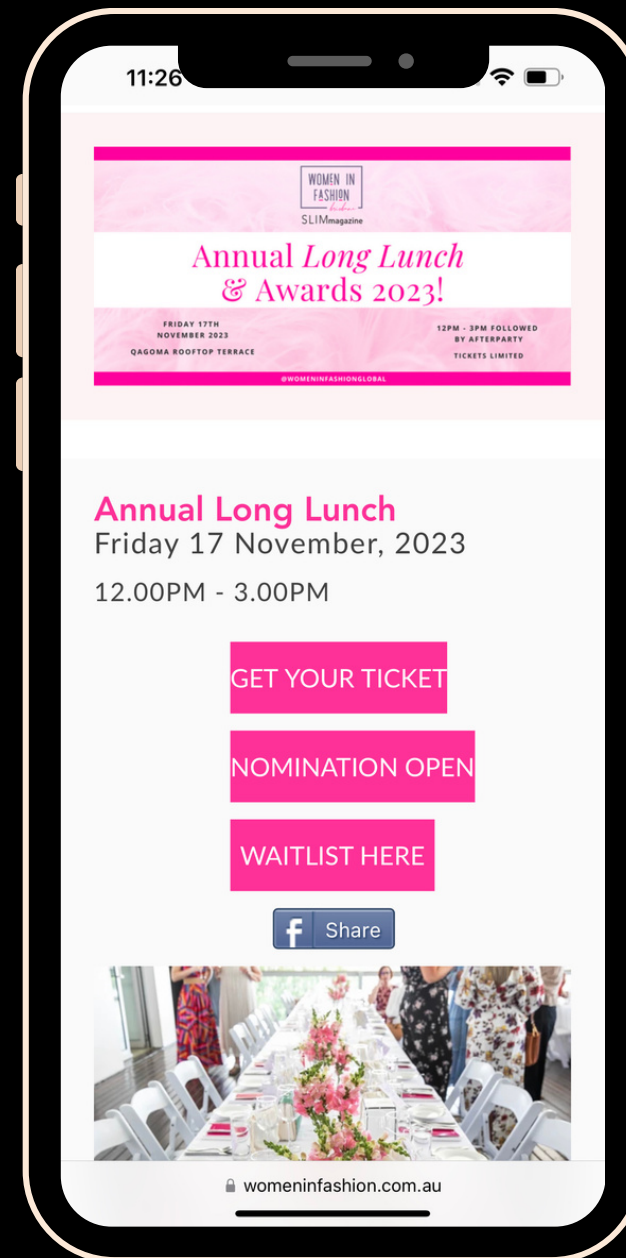
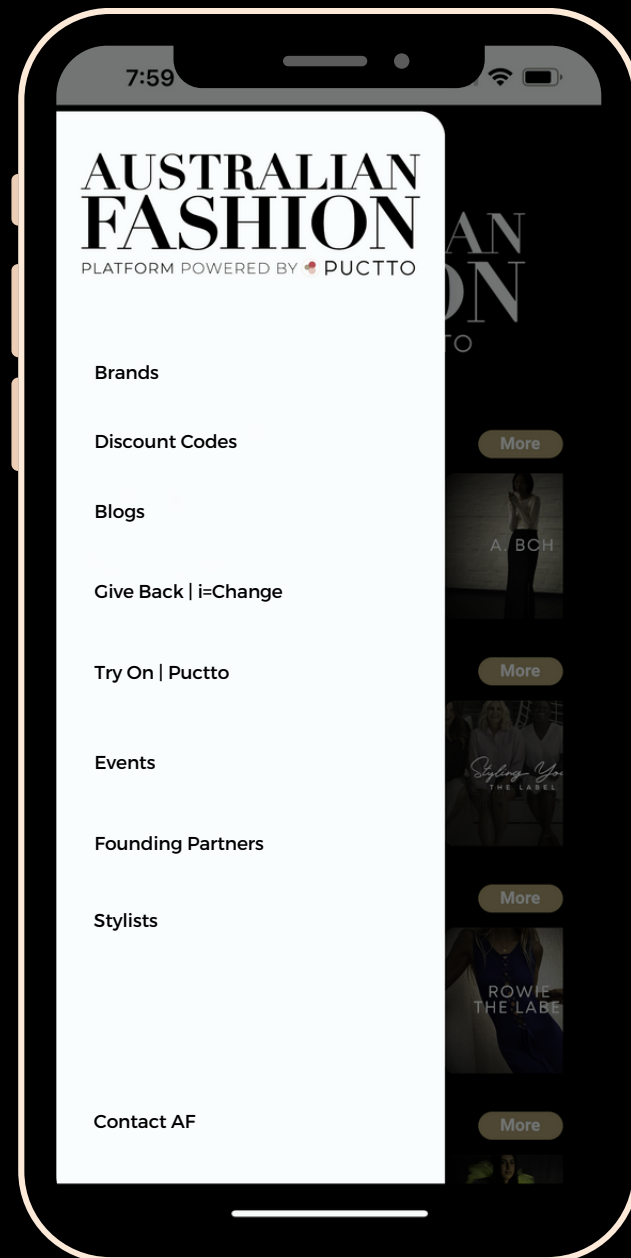
Benefit from greater exposure, shares, likes, engagement and conversions.

Only AU\$25 per listing.

(Don't forget, if you sign up to be a Founding Partner or for a Premium Listing, you'll get two free discount codes.)

list my discount code

list your fashion event



List your event

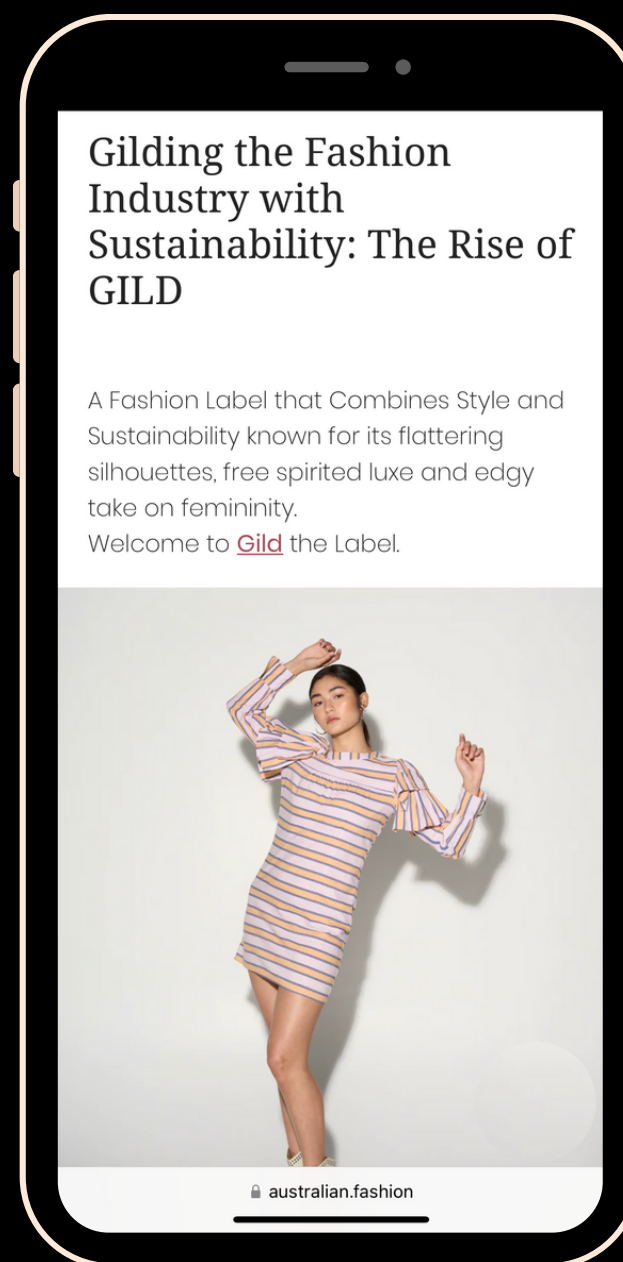
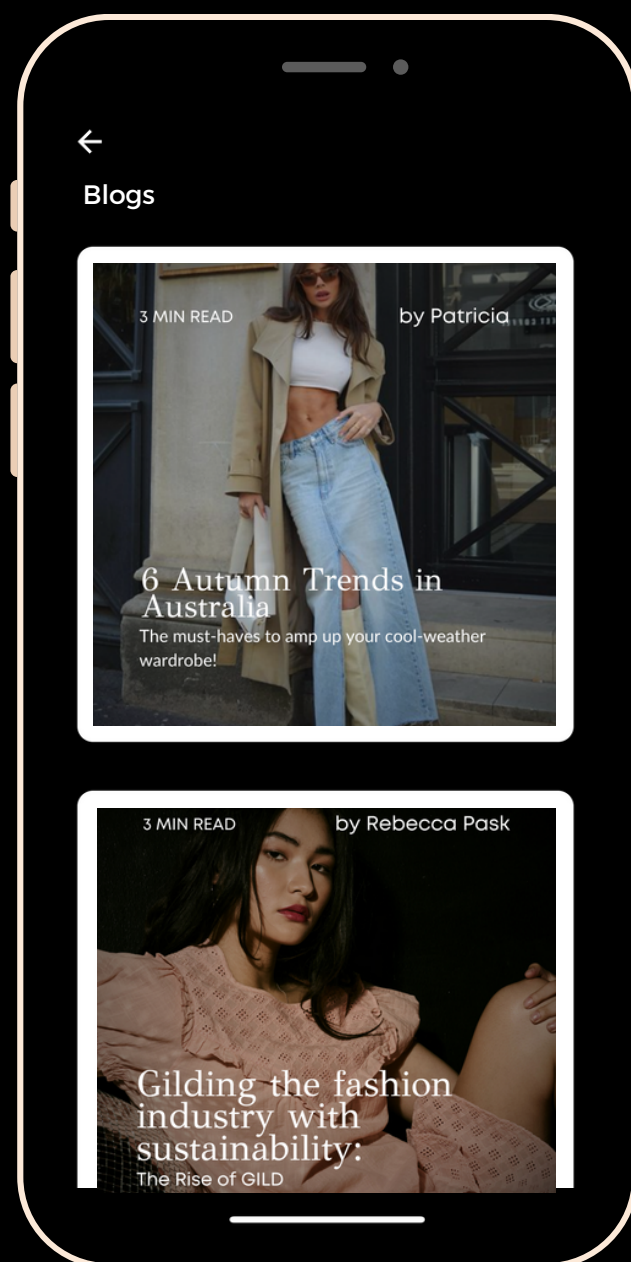
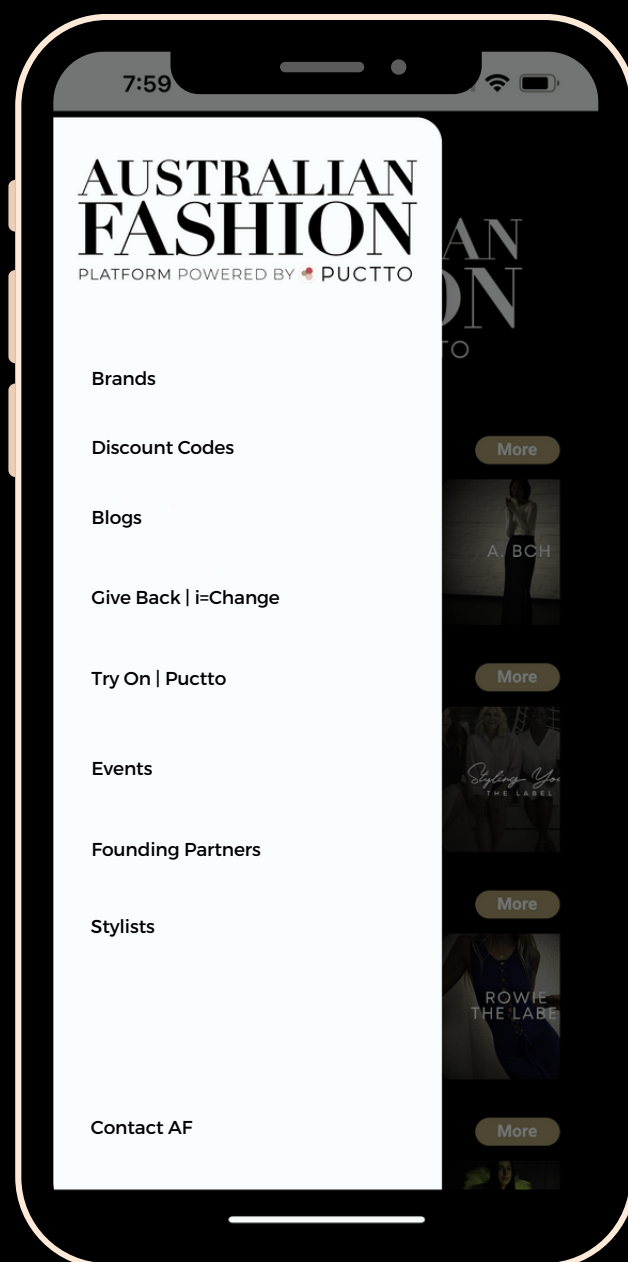
Whether you're hosting a runway show, warehouse sale or fashion panel, you can share all the details (and sell tickets!) with an **Events** listing.

Only AU\$25 per listing.

(Don't forget, if you sign up to be a Founding Partner or for a Premium Listing, you'll get two free event codes.)

list my event

blogs



Be featured in one of our blogs

Got something new, interesting and just plain fabulous to showcase to all Aussie fashion lovers?

We want to know! We're passionate about promoting and celebrating Australian fashion and the people behind the labels, so get in touch and give us the goss!

tell **AF** more

So how does it work?

Who can sign up to the Australian Fashion platform?

Any fashion designer or retailer, large or small, who designs and/or makes their products in Australia.

How do I sign up?

Simply go to australian.fashion and sign up!

How much does it cost?

To link your tile to your website is totally free until January 2024. Thereafter, it's just \$99 or \$199 per year, depending on the package you choose.

What's next?

This is just phase one of AF, with five stages planned. We can't wait to show you what's coming up

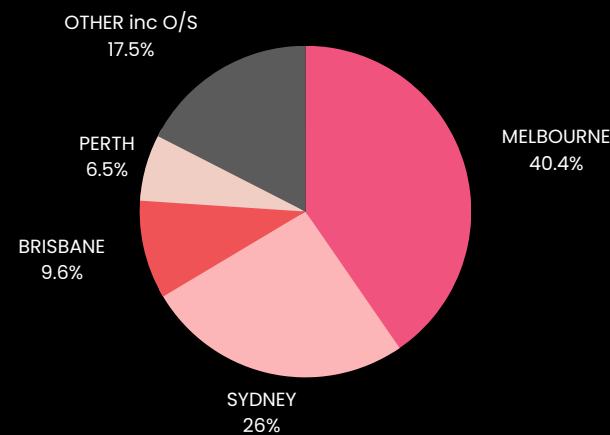
**Unleash the power of the Australian Fashion Platform today!
It's as cool AF.**

get started now

Quick stats

INSTA STATS* 10 FEBRUARY - 10 APRIL '23
ORGANIC GROWTH [NO PAID ADVERTISING]

14k
accounts reached



1/3

followed links to AF website to learn more

27.3%
followed external links to shared brand content

1/3

of our insta followers downloaded AF app within the first 7 days

WE'RE SEEING WEEK-BY-WEEK GROWTH

+194%

accounts reached

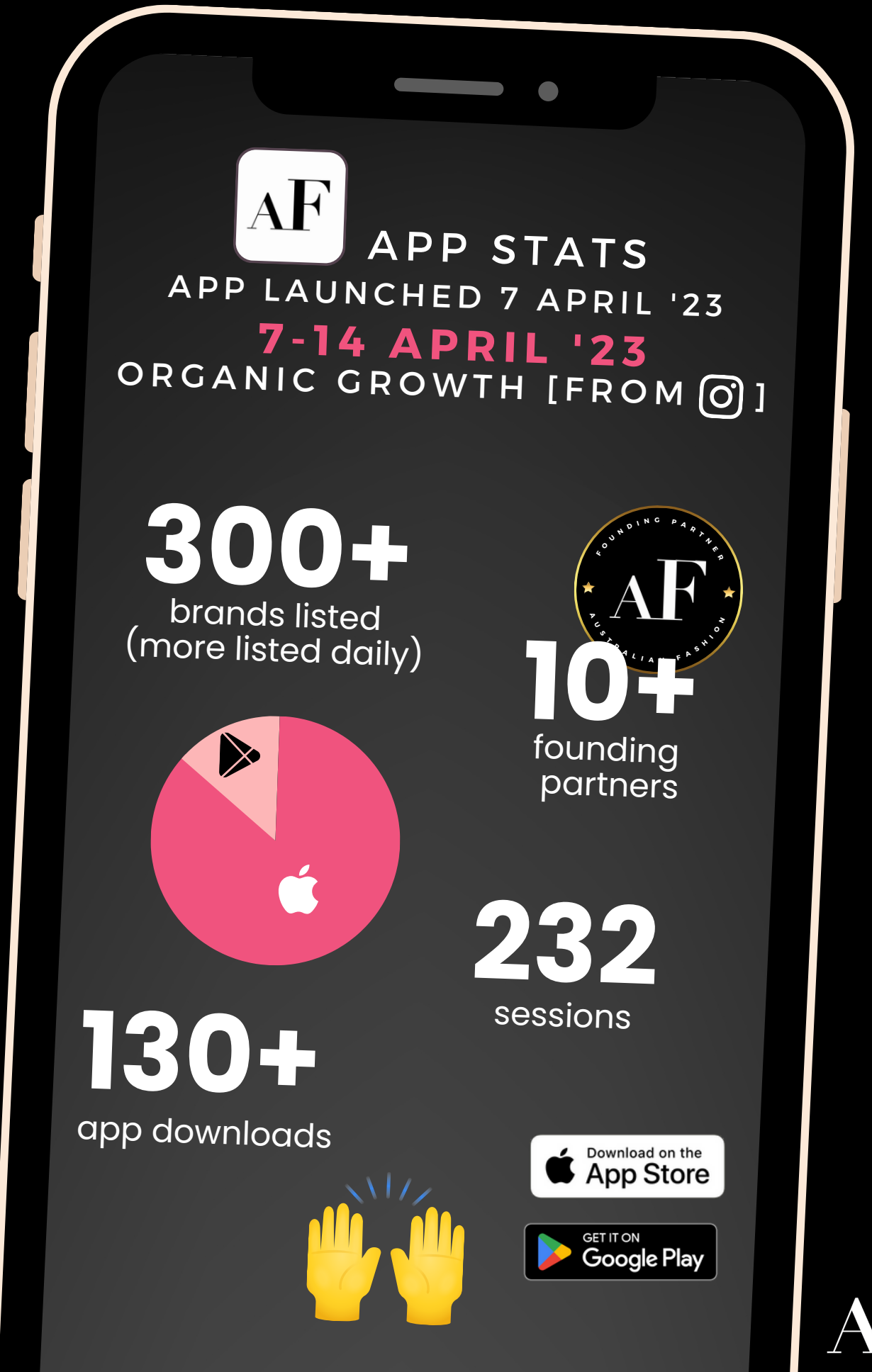
+194%

accounts engaged

+57%

followers

*Instagram only - no stats on Facebook or TikTok as yet, they have only just begun!



“ I'm always buying the same clothes from the same places because I didn't know where to find new brands easily! thnx I can now find new places to buy from!

Jess K | shopper

“ This app is amazing, and exactly what the fashion industry needs to support it. I'm blown away with the future plans of it and can't wait to see it unfold.

Belynda B | retailer

“ I've been waiting for something like this to help me grow my brand, this is awesome, and thank you for supporting this industry!

Malcolm Paull | founding partner



We're #excited **AF** to support you

If there's anything else you need, please just let us know. We're here to support and celebrate the Australian fashion industry, and can't wait to work with you!

Love,
#teamAF

contact **AF**

share the **AF** story

info@australian.fashion
www.australian.fashion



about | www.puctto.com

AUSTRALIAN FASHION

STAGE 1
'**THE DIRECTORY**'
IS HERE



Download on the
App Store

GET IT ON
Google Play

DOWNLOAD THE APP!