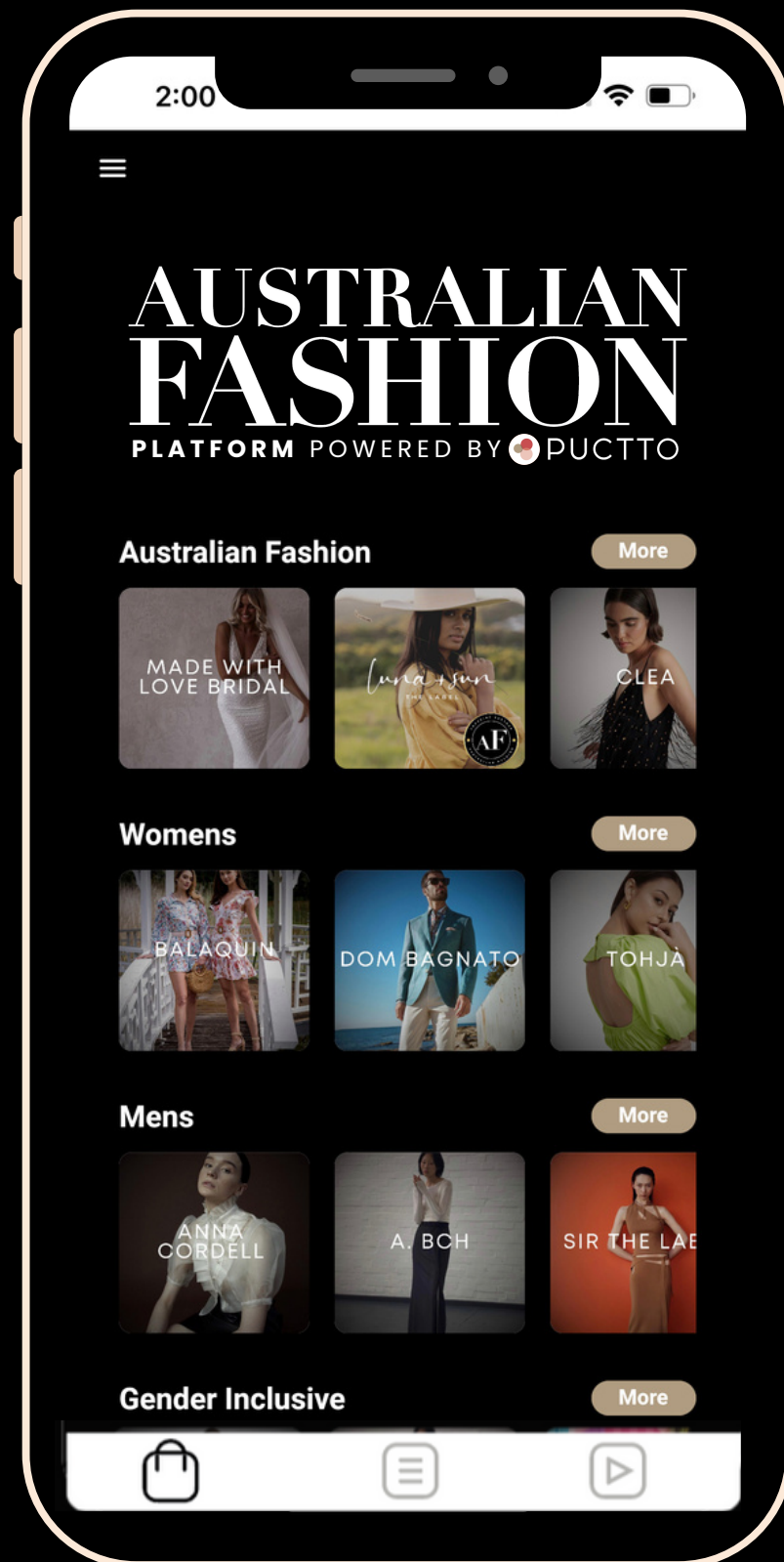


# AUSTRALIAN FASHION

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 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 gives 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!

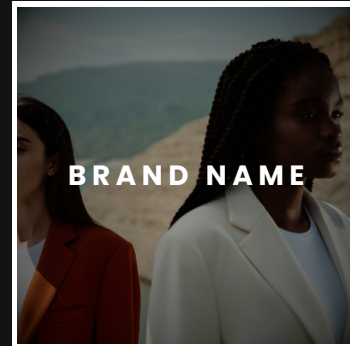
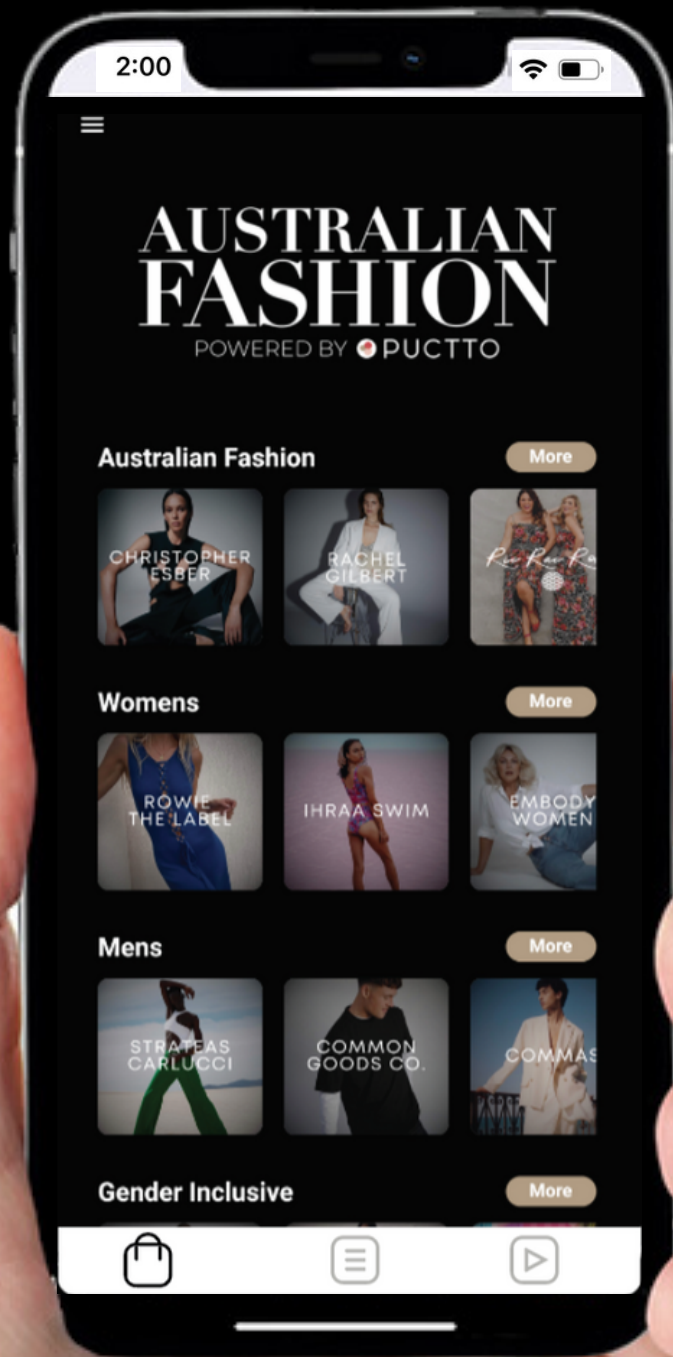
list your store

list your discount code

list your fashion event



list your store



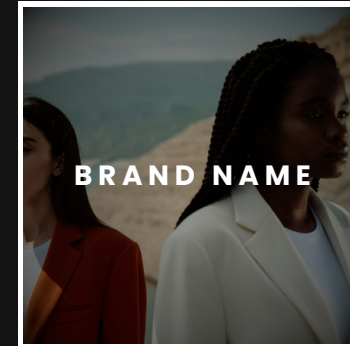
## GET A BASIC LISTING FREE

### 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:

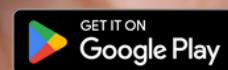
- ✓ Everything in the Premium Listing

## 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*

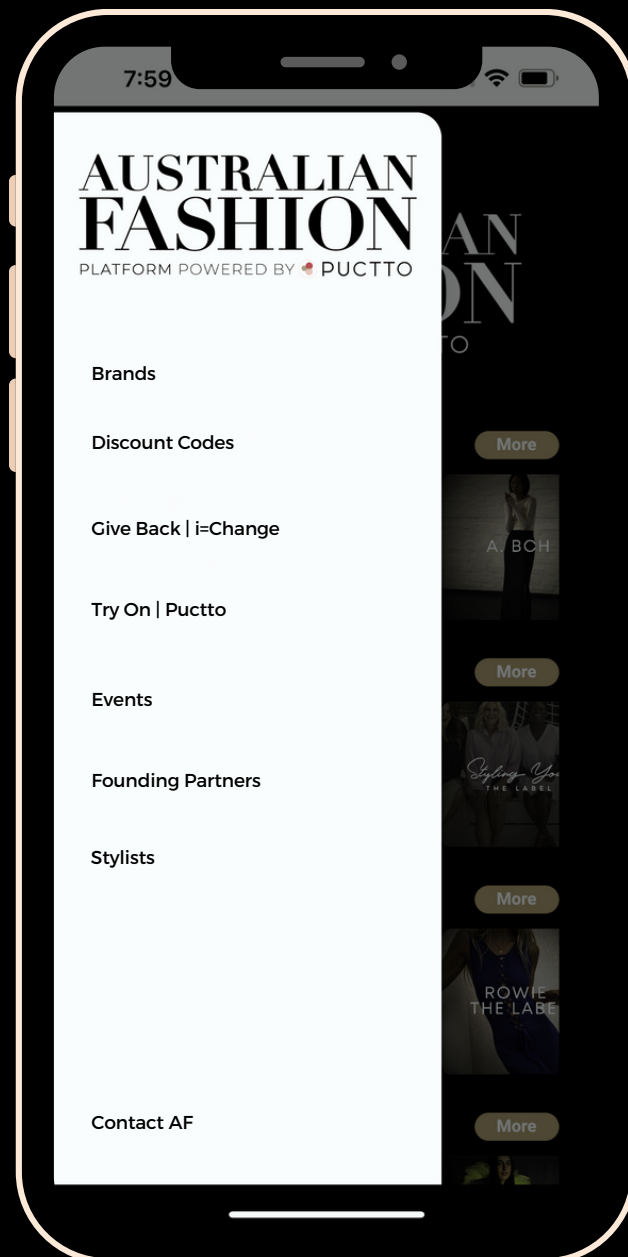
list my store



\*life of app

AF

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.

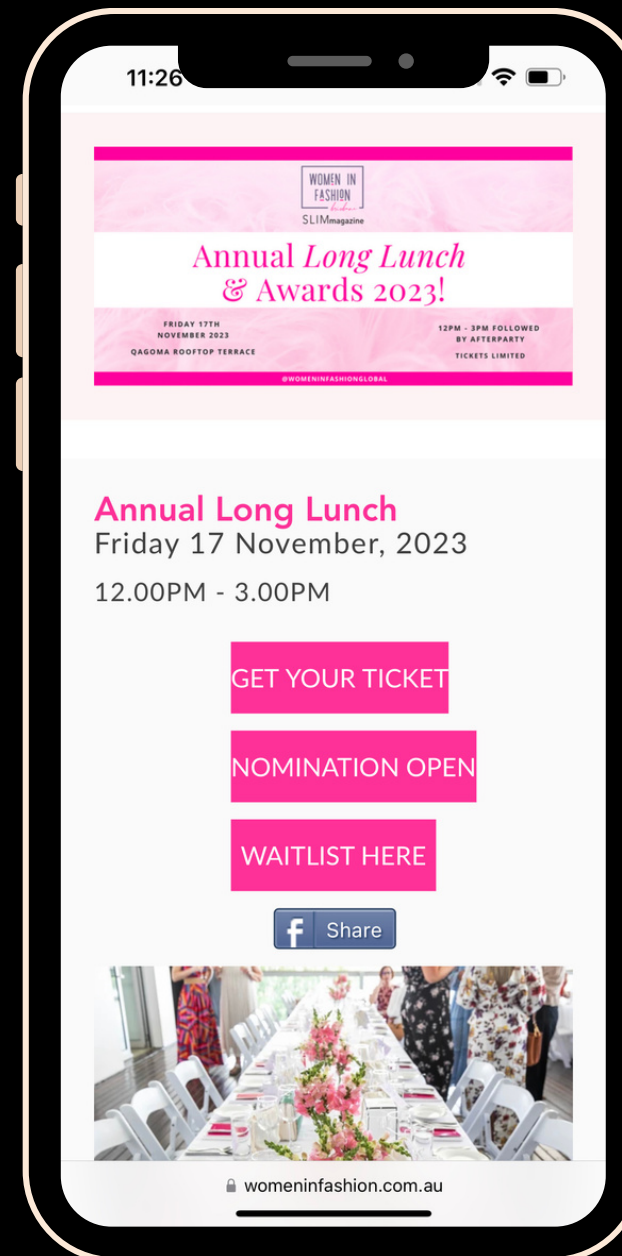
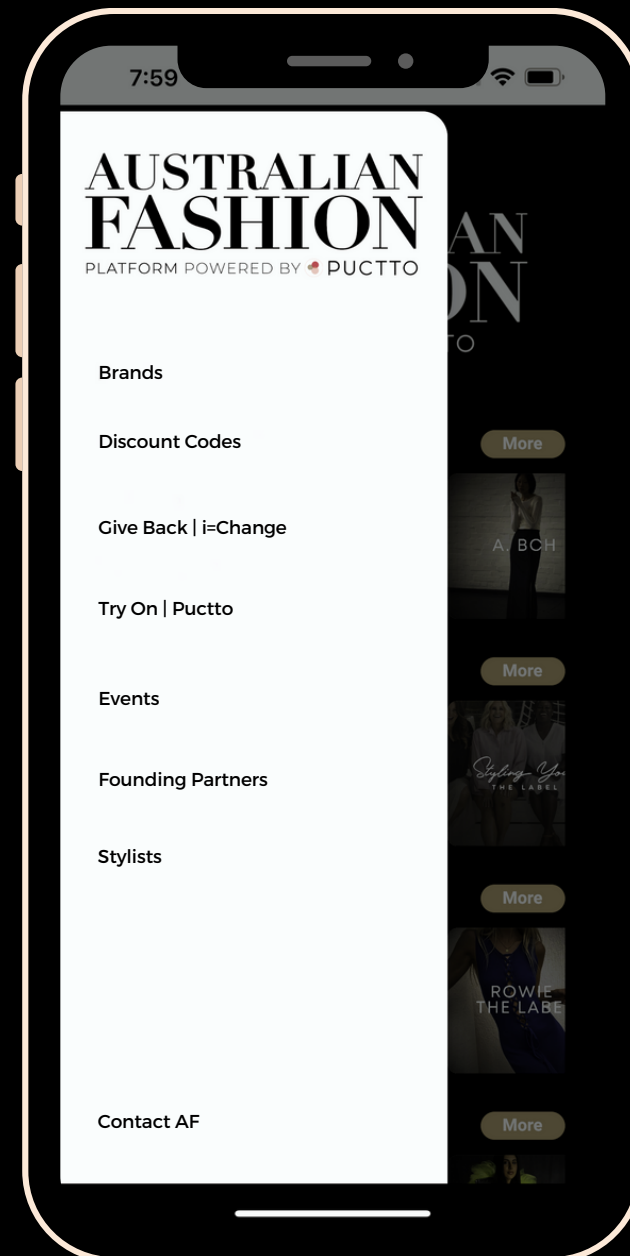
Benefit from greater exposure, shares, likes, engagement and conversions.

**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

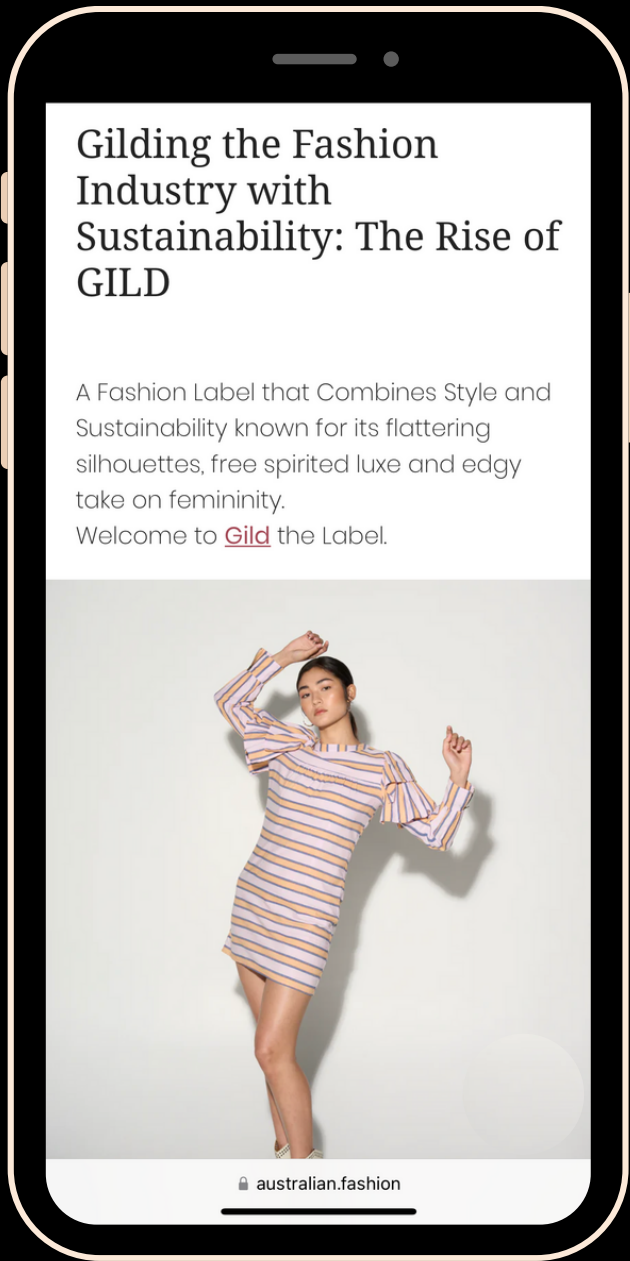
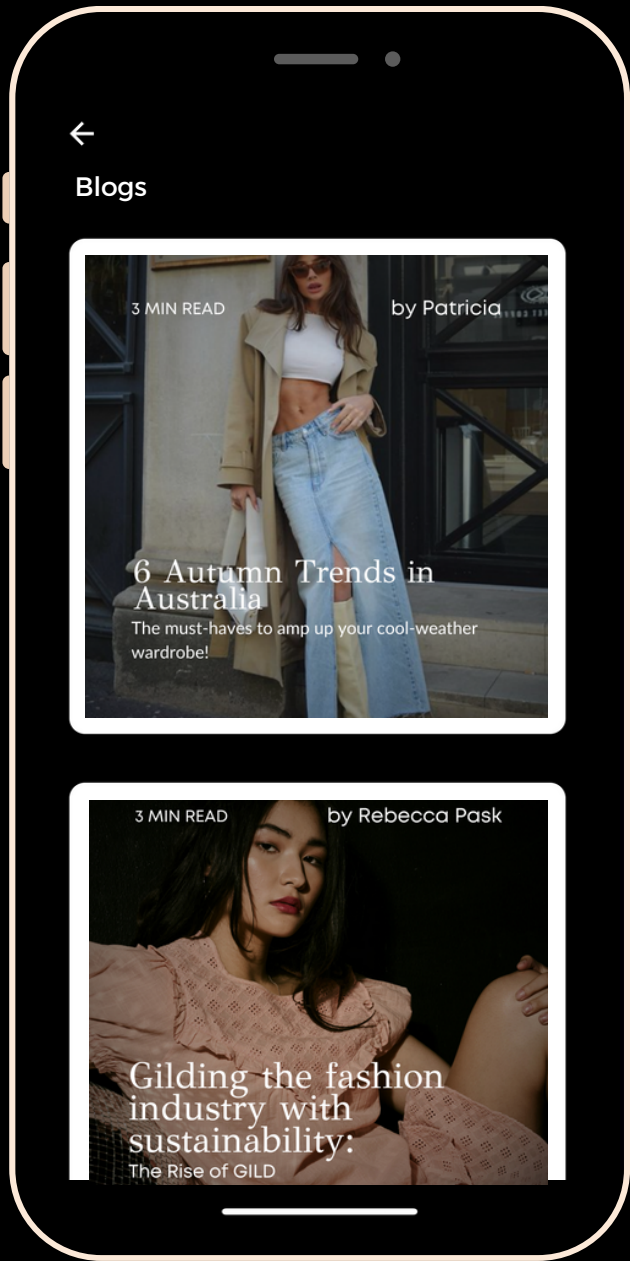
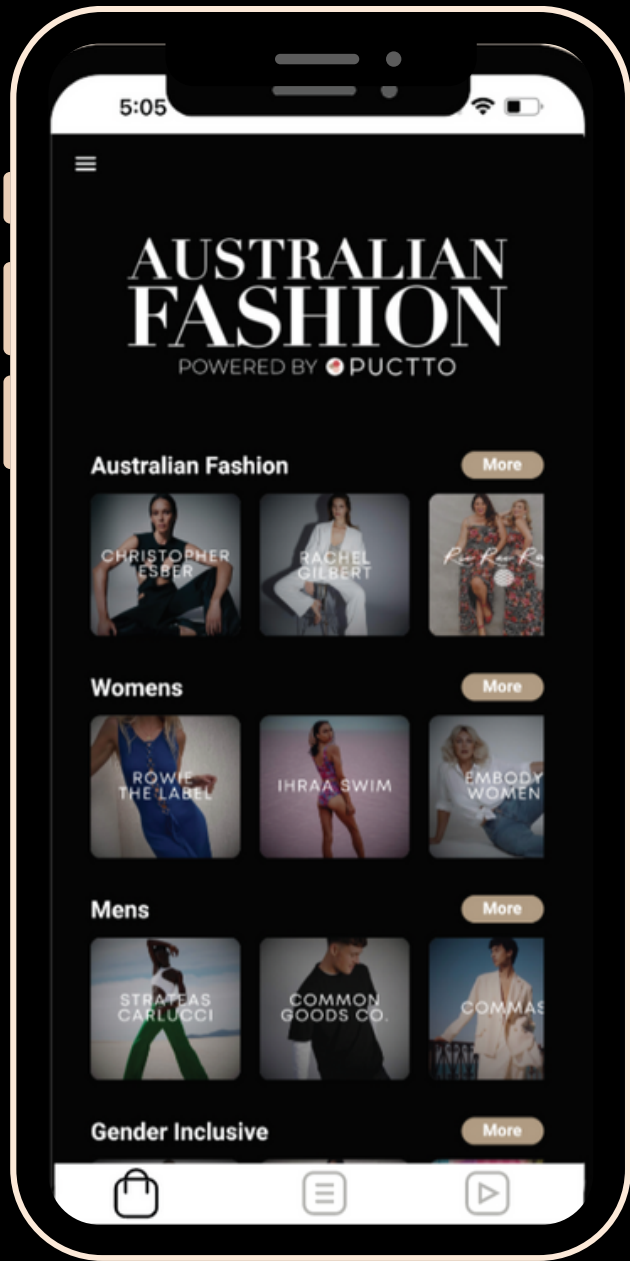
Whether you're hosting a runway show, warehouse sale or fashion panel, you can share all the details (and sell tickets!) with an **Events** listing.

**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





# 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](https://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

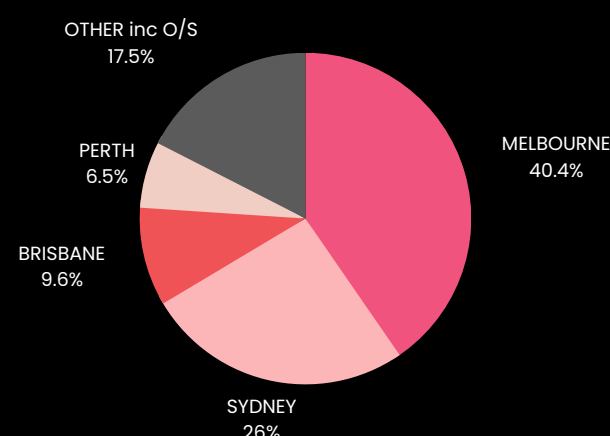
**Unleash the power of the Australian Fashion Platform today!**  
**It's as cool AF.**

get started now

## Quick stats

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

**14k**  
accounts  
reached



**27.3%**  
followed external links to  
shared brand content

**1/3**  
followed links to  
AF website to  
learn more

**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](http://www.puctto.com)

## AUSTRALIAN FASHION

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



Download on the  
**App Store**

GET IT ON  
**Google Play**

DOWNLOAD THE APP!