



★ What is Your Style Book? ★

Your Style Book (YSB) is a platform through which stylists earn commissions by 'pushing their looks'. YSB enables fledging fashionistas to professional stylists create on-trend outfits; pulling items of clothing and accessories from popular high street labels/designer brands.

Led by image consultant and personal shopper, Cleo Lacey, YSB is currently building a strong independent network of stylists across the UK.

Cleo recognised the potential in the thousands of trainee and working stylists across the UK and wanted to give them the opportunity and platform to share their advice and styles with the huge online audience.

The potential organic growth of the site is huge, with thousands of stylists UK-wide encouraging each other through healthy competition and guidance to get to the next level of the YSB benefits structure and gain access to greater marketing tools and incentives.

From here, we will develop the service to include personal shopping with the perfect stylist and generate further sales.



★ What does YSB offer a user? ★

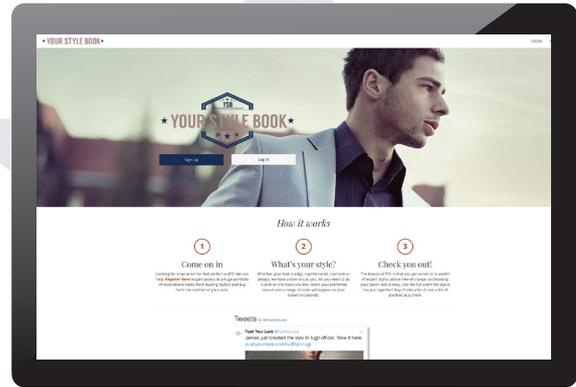
Until now, online shoppers usually do one of two things. The majority go to an online shop simply to browse; trawling through all items, looking for an individual item or two without necessarily knowing if this fits in with their current wardrobe or considering whether it will even suit them. Others read blogs and articles about the latest fashions on online blogs, seeing what goes with what, yet have no option to buy.

YSB brings together both these functions, enabling shoppers to save time by seeing completed outfits, mixing together items for several outfits and identifying any shortfall in their current wardrobes, if they wish.

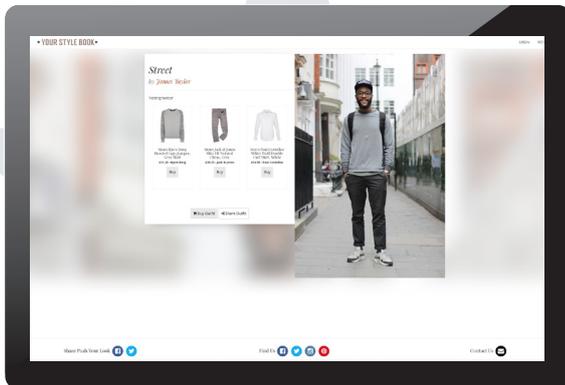
It also offers shoppers confidence; the outfits they are browsing through have been put together by a fashion stylist who understands the latest trends, what goes with what and how it might be worn – and with stylists of all genres offering their fashion advice, YSB caters for all needs and tastes.

We also provide users with celebrity looks, so that they can recreate outfits worn by their idol, whether this is the exact dress/suit or a more cost effective alternative.

Ultimately, we offer shoppers a fun and easy shopping experience through a slick, modern, online experience – a club which we truly believe shoppers will want to be a part of.



★ What does it offer a stylist? ★



YSB offers stylists the chance to widen their audience by embracing the advances of online technology. The stylists we are bringing on board live and breathe fashion and are constantly pushing out advice through other online outlets such as Facebook, Instagram, Twitter and Pinterest as well as blogs and vlogs.

Yet until now, these stylists, personal shoppers, designers and fashion students have acted independently – YSB changes all that.

YSB gives them the platform to earn attractive commissions and to learn from others within the fashion community while at the same time showcasing their own talent as a stylist by learning how to stand out in the crowd.

The more they do, the more they get, unlocking extra benefits as they go. The best performing stylists will then be recruited to become Premier stylist, receive training from Cleo and other premier stylists, further brand and PR funding, exclusive

tools and leads for premium services such as wardrobe consultations, personal shopping and our style events help around the UK.

★ Why would your brand want to come on board? ★

YSB offers a different shopping experience, driven by some of the most style savvy fashionistas in the UK. It gives shoppers the chance to enjoy the luxury of a stylist's advice and ease of shopping in an area which can sometimes prove over-whelming and confusing.

With the site acting as a fashion hub for stylists, users gain valuable, free advice as to the latest looks and trends, while stylists get the chance to widen their audiences and generate attractive commissions; and as such they are hungry to market themselves and to push their look to generate sales.

As stylists will be creating thousands of outfits from hundreds of UK and global brands, we are always looking to grow our choice of brands to ensure our stylists have the widest choice available.

If you are interested in joining, drop us an email on helen@yourstylebook.com