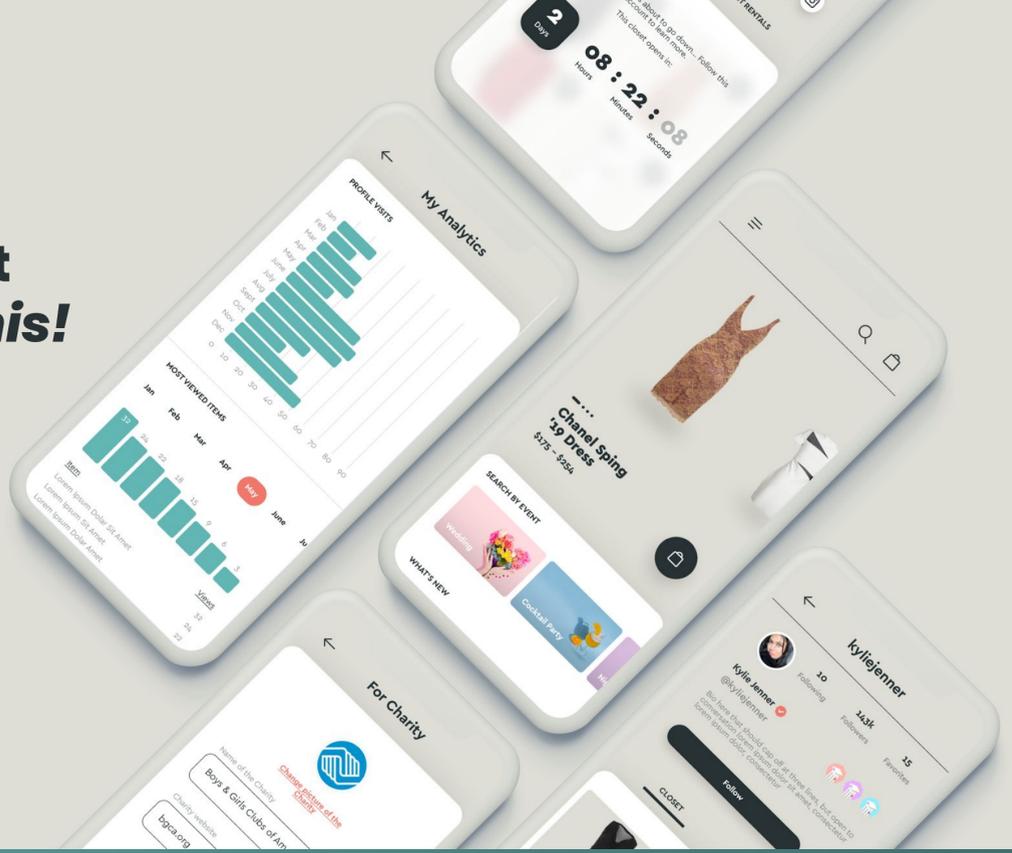


We love a perfect collab. *Let's do this!*

Wardrobe is your new community to connect, share, and learn anything fashionably imaginable. To bring out the best in everything we do together, we've curated some social media options for you to choose from.

Choose the ones you'd like to be a part of over a 3 week span.



But First:

Add "Find My Wardrobe @wear.wardrobe" to your Instagram bio.

Increase followers to your Wardrobe profile.

Drive rentals to your closet.



How to activate your closet on social:

1

Launch [Q+A] Posts: #SkeletonsInMyWardrobe is a mini-feature on you + your closet!



Community and authenticity are key. Each of our users and their clothing, have unique stories to tell. The connections you share are priceless. Our users come for the fashion, stay for the community.



The details: 3 static posts

Select three (3) items from your closet that you've had some fun, shocking, or red carpet-worthy moments in.

Choose three photos of you wearing those items. We can provide complimentary photography too, just let us know! We'll use these photos as part of your three posts.

Then, answer these ten (10) quick Q's [here](#)

Finally, we'll provide you with the captions for each static post (this is where those Q+A's go)--you post and we'll repost!

2

Choose any of the below that you think will be a great fit for you + your audience! (For the most part, we take it from here. Just give us a shoutout when you repost. ❤️)



YouTube Closet Reveal

You create a sneak peek video announcing that your closet is now rentable on the Wardrobe app. We preview your video with a static post and an Instagram story (+ Swipe-Up to your closet, of course).



Giveaway % OFF Code

In a 60 sec. video for a static post on Wardrobe, tell a short story about one item available to rent from your closet. Followers can use code ____ for 50% OFF. (Repost to drive your fans to your W closet!)



Giveaway Rental Contest

We'll take care of launching the giveaway (we'd love for you to follow along and repost!). One lucky winner will win a \$500 rental credit on their next Wardrobe order. To enter, participants must LIKE the post, FOLLOW both @wear.wardrobe and @yourprofile, and RESPOND to this question in the comments below: "Where would you wear @yourprofile's Wardrobe?"



Auction An Item From Your Closet

We built this option for our celebrity influencer partners who have an extremely desirable, one-of-a-kind item that they are ready to give away. We'll take care of announcing and promoting the auction, as well as the actual bidding. (And then you'll share too). It all happens on our Insta story; bidding lasts for 24 hrs.

Ready to Activate Your Closet on Social?

Let's Get Started