

STYLED BY **marie claire**  
SEARCH FOR A  
*stylist*   
DRIVEN TO YOU BY FIAT®

## ***StyledBy marie claire* and FIAT drive national stylist search**

Winner receives \$12,750 scholarship to Fashion Business Institute (FBI)

Thursday 8 June, 2017: *marie claire* today announced a national partnership with FIAT for the inaugural *StyledBy marie claire Search For A Stylist* campaign.

The winning stylist will be awarded a \$12,750 scholarship to undertake an Advanced Diploma in Fashion Business at Fashion Business Institute (FBI), the only course of its kind in the world, as well as an invitation to join the coveted *marie claire* fashion influencer network.

The collaboration marks more than a year since the launch of *StyledBy marie Claire* – *marie claire*'s curated, interactive personal shopping website and e-commerce platform – and more than 60 years of iconic design for the FIAT 500.

Jackie Frank, General Manager – Fashion, Beauty and Health comments: “*StyledBy marie claire* is the perfect engine for this collaboration with FIAT. Our brand values of style and innovation are perfectly aligned, to create a new and inspiring national initiative for our style obsessed audience.”

FIAT Australia's Head of Brand Marketing, Rachel Reed, said the decision to partner was made easier by the synergies between FIAT and *marie claire*, two brands that are synonymous with fashion, design and innovation.

“We are delighted to partner exclusively with *marie claire* to identify Australia's next generation of styling talent,” said Ms Reed. “The FIAT 500 has established itself as a fashion icon over more than 60 years, and we look forward to further celebrating style, individuality and creativity through *marie claire*'s search for a stylist campaign.”

The integrated campaign will be supported across both *marie claire* and *StyledBy marie claire* platforms and amplified via their respective social channels, boasting a combined audience of 608,000 fashionistas– as well as those of *marie claire* Style Set influencer Brooke Testoni. Additionally, the campaign will be supported by selected Pacific titles, accelerating its total reach to a combined audience of more than 2.6 million.

To enter, applicants are required to **take a photo** of themselves or a friend in a look they have created, which showcases their styling talent. Entrants should then **post the image to Instagram** using the hashtag **#marieclairefiatstylist** and also tag **@marieclaireau**. The top 10 semifinalists will be announced on [styledbymarieclaire.com.au](http://styledbymarieclaire.com.au) on 11 July, 2017. Three shortlisted finalists will then be brought to Sydney for an adrenalin-filled final at Macquarie Centre. Here, the three finalists will have their styling talents put to the test as they take on a series of live styling challenges, pulling together looks from racks of clothing. The overall winner will be selected by our esteemed judging panel and announced on the day.

The esteemed judging panel will include: Jackie Frank (General Manager, *marie claire*), Nicky Briger (Editor, *marie claire*), Jana Pokorny (Fashion Director, *marie Claire*), Rachel Reed (Head of Brand Marketing - FIAT), Alice McCall, Ksenija Lukich and Brooke Testoni.

There are over \$23,000 worth of prizes to be won. The winner will receive a fashionable FIAT 500 Lounge for six months, \$1,000 cash and an invitation to join the coveted *marie claire* fashion influencer network, a money-can't-buy opportunity that will see them featured across *marie claire* platforms. The winning stylist will also be awarded a \$12,750 scholarship to undertake an Advanced Diploma in Fashion Business at Fashion Business Institute (FBI) – the first and only course of its kind, internationally.

Selena Mazuran, Founder – Fashion Business Institute, comments: “Fashion is serious business. Identifying and recognising local talent – and sheer hard-work – in this fast-paced industry is a cornerstone of our continued success. We are delighted to partner with *StyledBy marie claire* and FIAT for this innovative new initiative and look forward to welcoming the winner through FBI’s iconic doors.”

The campaign follows the launch of *The Style Set* in 2016, a network of Australia’s most recognisable fashion influencers who curate interactive expert styling advice and personal shopping content across [styledbymarieclaire.com.au](http://styledbymarieclaire.com.au) and [marieclaire.com.au](http://marieclaire.com.au). Founding members of *The Style Set* include Sara Donaldson of Harper and Harley, Jessie Bush of We The People, Brooke Testoni, and Kaitlyn Ham of Modern Legacy.

Over the past 12 months, *marie claire* and *StyledBy marie claire* have shown outstanding growth (up more than 560% in the past year) and each month, online shoppers click on 13,000 products worth over \$2 million, having initially located them via [styledbymarieclaire.com.au](http://styledbymarieclaire.com.au).

Anna Saunders, Digital Content Manager – Fashion and Beauty comments: “*StyledBy marie claire* is emerging as a key e-commerce channel driving both online and offline sales.”

Tag Heur, The Outnet and Uniqlo are just some of the clients for whom *StyledBy marie claire* has recently created multi-platform campaigns, and Saunders adds, “Our curated edits help make retailer’s inventory more discoverable, and drive online conversions and foot traffic into store”.

**For further information, please contact:**

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