



Secrets of the East Pty Ltd

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****Our Little Agreement of Big Dreams – Brand Ambassador****

Dear _____,

Welcome to our circle, where every thread spun and every garment gifted tells a tale of beauty, responsibility, and a touch of enchantment.

As we swing open the doors to our whimsical world at Secrets of the East, based in the lovely Brisbane, we can't help but twirl with excitement at having you join our journey. Let's weave a tale of style, sustainability, and a sprinkling of fun. Here's a charm-infused run-down of what being a Brand Ambassador for us entails - less of the usual yawn-inducing legalised terms, more of a promise between partners:

1. *Purpose*

To share the unspoken tales and woven wonders of our brand, spreading the allure of sustainable chic far and wide, with you as our starring muse.

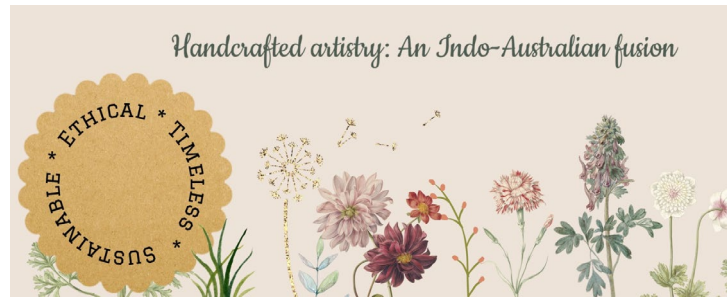
2. *Your Magical Missions (Responsibilities)*

- Flaunt our creations both online and in the real world, tagging us in your enchanting snaps to spread the word.
- Immerse yourself in our story, mission, vision, and values - we'll dish out all you need to talk about us like you've been part of the family forever.
- Be the face of our brand in your uniquely charming way, in events, outings, and perhaps, during magical moonlit gatherings.

3. *How We Twirl Together in Harmony (Code of Conduct) *

- Stay golden, genuine, and truthful. Your authenticity is your wand; wave it wisely.
- Our little secrets are ours to share; please don't whisper them to other ears.
- Adding to the lore of our brand is encouraged, tarnishing its sparkle... not so much.

This document is legally binding and ensures the rights and responsibilities of both Secrets of the East Pty Ltd and the Brand Ambassador.



4. *Treasures and Trinkets (Compensation)*

While our treasure chest isn't overflowing with gold just yet, we are thrilled to offer:

- Garments and accessories, spun from dreams and ethical threads,
- Complimentary tickets to secret soirees and events,
- Early whispers of upcoming designs and exclusive discounts,
- A spotlight in our realms (social media and beyond)

5. *In the limelight (Consent)*

We're over the moon to shout about our partnership from the rooftops, sharing your dazzling deeds and approved images across the land. including but not limited to the website, advertising, social media, submissions to magazines, press releases, events, and festivals.

7. *Guarding the Castle (Conflict of Interest)*

We are all about coven and community over competition. Our only ask is that while you're one of our knights, you don't wave another fashion banner at the same time. Let's make it a tale of exclusive heroics and adventures.

8. *Spell Duration*

This pact stays woven for 1 enchanting year from the date of signing, with renewal options available if the stars keep aligning.

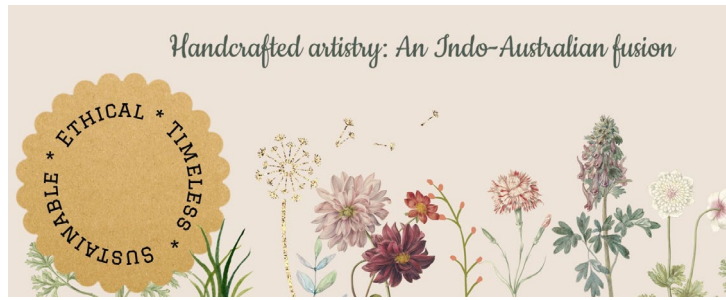
9. *Gracious Goodbyes*

Should our paths diverge, a simple notice from either you or us will do the trick, no dragons involved.

10. *Chapter of Miscellaneous Magic*

Should any unexpected scrolls of wisdom or clauses of curiosity arise, we're all ears. This journey is about growing together, after all. By entering this delightful dance with us, you're not just putting on a dress; you're donning a story, a vision of a more beautiful world.

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Now back to sounding like a non-magical legal nerd:

This Brand Ambassador Agreement ("Agreement") is entered into as of the **[Insert Date _____]**, by and between **Secrets of the East Pty Ltd**, a sustainable and ethical lifestyle brand having its principal place of business in Brisbane, Queensland, Australia ("Company"), and **[Brand Ambassador's Full Name _____]**, an individual ("Brand Ambassador").

****Brand Ambassador's Signature****: _____ **Date**: _____

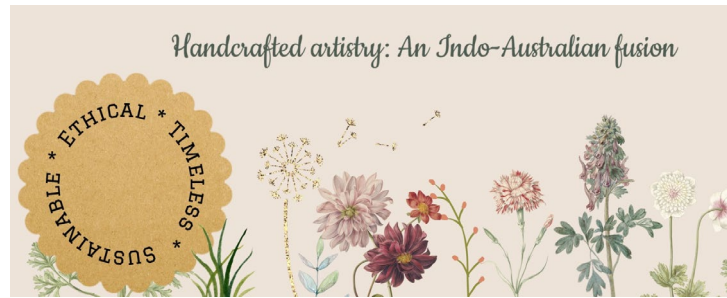
****Full Name****: _____ **Date of Birth**: _____

Phone Number: _____ **Email Address**: _____

****Founder and Director, Secrets of the East****: _____

****Full Name****: _____ **Date**: _____

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Secrets of the East is dedicated to maintaining an environment of respect and integrity, ensuring the welfare and dignity of the individuals we work with. Our commitments are as follows:

1. *Respect for Individuals*: Secrets of the East is committed to treating their models, collaborators, partners, and artists with the utmost respect, firmly upholding the principle that no individual should be asked to engage in activities that make them uncomfortable. This commitment extends to all interactions, acknowledging the autonomy and personal boundaries of each person involved in our projects.

2. *Transparency and Ethical Practices*: At every stage of our operations — before, during, and after a shoot/event/campaign — Secrets of the East is dedicated to transparent and ethical practices. We believe in honesty and open communication, ensuring all participants are fully informed and consent to the processes they are involved in. Our ethical commitment covers fair treatment, privacy, and the protection of the rights of everyone we work with.

3. *Inclusivity and Diversity*: Embracing inclusivity, Secrets of the East stands as an all-inclusive brand that celebrates body positivity along with the diversity of age, ethnicity, sexual orientation, and gender identities. We recognize the beauty and uniqueness in everyone, striving to reflect this in our brand and the work we produce. Our goal is to create an environment where every individual feels valued, represented, and celebrated.

4. *Non-Discrimination and Anti-Exploitation*: Secrets of the East adheres to a strict policy against discrimination and exploitation of any kind. We are committed to creating a safe and supportive workplace, free from any form of unjust treatment or exploitation of individuals, regardless of their role within the company. Our efforts are aimed at ensuring equality, respect, and fairness for all persons involved with Secrets of the East, embodying our core values in every aspect of our business operations.

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