



Secrets of the East Pty Ltd

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****Our Little Agreement of Big Dreams – Social Media Collaboration****

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, 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. When you receive your carefully selected garment/accessory from us, you're not just getting a piece of clothing; you're receiving a story woven with care, tradition, and a deep respect for our planet.

Here's a charm-infused run-down of what Social Media Collaboration for us entails - less of the usual yawn-inducing legalised terms, more of a promise between partners:

1. *Unwrap and Shine*

We can't wait for you to share your first moments with your new garment. As you unveil its beauty, we'd be overjoyed if you could capture an unboxing and styling video and share it as a reel. Dive deep into your thoughts and feelings about the dress in a voiceover – let your audience hear the authenticity in your voice as you explore its textures and tales.

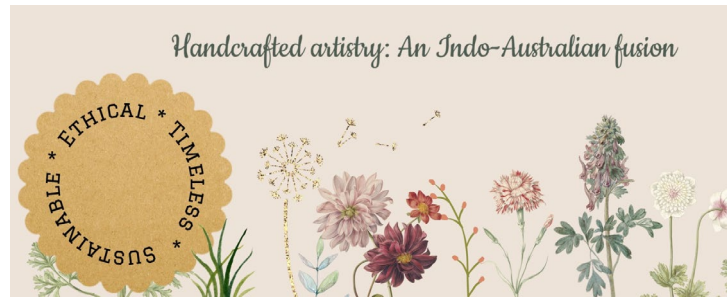
2. *Express in Multiples*

Your creativity knows no bounds, and we're excited to see it flourish across multiple formats. Whether it's a captivating carousel, an engaging story, or both, we're grateful for every glimpse into how our outfit dances through your day.

3. *Spread the Love Further*

Once you've let the garment settle into its new home, we'd be honoured if you could share your thoughts with a photo review on our Facebook page and on our website.

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Your voice can help others feel confident in choosing to walk this sustainable path with us.

4. *Share Your Masterpieces*

We would absolutely love to showcase your beautiful content on our brand's platforms. By participating, you consent to us sharing your video reel and images, spreading your unique vision and styling to our beloved community.

5. *Be Our Beacon*

In representing Secrets of the East, you're lighting the way toward a more conscious and beautiful world. We trust you'll join us in this mission with genuine enthusiasm and positivity, holding our brand's reputation as carefully as we craft our garments.

6. *Guarding the Castle*

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.

7. *Open Hearts and Open Lines*

Should there be any surprises in sizing or garment faults, our arms and inboxes are open. We're here to ensure your experience is nothing short of perfect, so please don't hesitate to reach out.

8. *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 Social Media Collaboration 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 **[Social Media Collaborator Full Name _____]**, an individual ("Content creator/Blogger/Influencer").

**** Collaborator's Signature****: _____ **Date**: _____

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

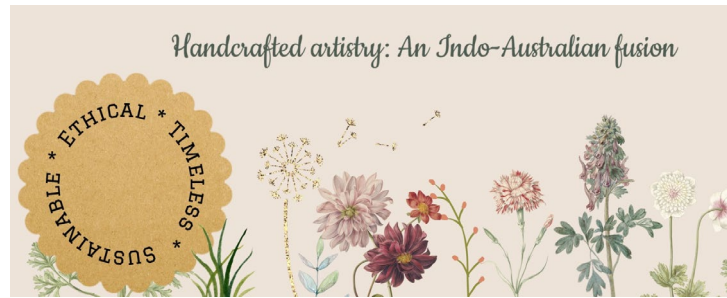
Phone Number: _____ **Email Address**: _____

Postal 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/collaboration — 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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