



Lulus

November Campaign Brief
November 7th-December 4th



Brand Overview

Lulus is a fashion brand founded by women, for women. Based in California, Lulus had a humble beginning of starting out as a boutique fashion lounge in downtown Chico in 1994. In order to service their growing community Lulus moved their business online and went completely digital in 2005, making them a digital native.

Lulus started with one goal in mind: democratize fashion. Lulus is focused on offering premium, trend-forward styles at affordable prices... because everyone deserves to have access to clothes that make them feel confident.

Lulus is known as the destination for dresses; however we carry tops, bottoms, shoes, and accessories.

The brand introduced wedding dresses to our repertoire in 2019, and have since expanded the collection to feature everything from glam gowns to chic jumpsuits (based off of best-selling dress styles!) to midi-length bridesmaid dresses in several colorways to fit your bridal needs.

Whether it's your big day or a lounge day, you can find your perfect outfit at Lulus.

CAMPAIGN FOCUS - COLD WEATHER & HOLIDAY

The holidays are upon us, and that means a calendar full of social gatherings--and celebration-ready outfits. We're gearing up for the festive season with statement-making details like bright colors, luxe fabrics like satin and velvet, fringe, and tons of shine (think sequins for both daytime and evening). Because the holidays are the perfect excuse to wear something a little sparkly--or a lot sparkly, right? Right.

Shine instantly makes any look holiday-worthy, no matter how or where you're celebrating. Pair your shimmery styles with cold-weather essentials like knits, outerwear, and cozy winter accessories and you're set for the season--wherever it takes you.



CATEGORY PRIORITIES + MESSAGING

**pro-tip: sort the category by "Most Recent" to
select from our newest launches*

Product Priorities by Category

Night Event Styles

- [Going Out](#)
- [Holiday Dresses](#)
- [Wedding Guest](#)
- [Shoes & Accessories](#)

Cold Weather/Holiday Fashion (Dresses & Separates)

- [Late Fall](#)
- [Family Gathering/Friendsgiving](#)
- [Vegan Leather](#)
- [Sweaters, Blazers, and Outerwear](#)
- [Denim](#)
- [Pants](#) and [Skirts](#)
- [Cold Weather Accessories](#)
- [Shoes](#) and [Accessories](#)

Suggested Top Styles

- [Baby, You're The One Black Sleeveless Bodycon Midi Dress](#)
- [All the Luxe Wine Red Velvet Lace One-Shoulder Mini Dress](#)
- [Lush Impression Black Multi Floral Brocade Lace-Up Mini Dress](#)
- [Loving You Fondly Green Ribbed Knit Balloon Sleeve Sweater Dress](#)
- [Autumn Leaves Tan Multi Chevron Stripe Knit Sweater](#)
- [Katherina Rust Brown Button Front Corduroy Skirt](#)

Key Messaging Points

Please include some of the following talking points in your content:

Affordability

- Holiday dress + shoes: Looks under \$125-\$150
- Separates: Looks under \$150
- Vegan Leather/Suede: Looks under \$70
- Bridal and Wedding Guest: Dresses under \$100

*or total cost of the entire look

Quality

- Talk about the fabric, how it feels, how it fits
- Talk about how the look is comfortable and wearable throughout the day/night

Versatility

- Highlight the ability to transition your items in some of the following ways:
 - Day to night (i.e., office to happy hour)
 - Multiple events and occasions (i.e., family gathering to holiday party)

CONTENT GUIDELINES

GENERAL GUIDELINES

Do not feature an **apostrophe, asterisk, or capital second L** in Lulus.

All content must be high quality and shot/recorded with a naturally well-lit, neutral background.

Content must feature product well, with influencer and outfit(s) being clearly seen.

Influencer should not be out of focus or far away in their content.

Please do not feature other individuals in the background of the content or items such as:

- **Parking garages, electrical outlets, bathrooms, cars, traffic cones, fences, signs, stained walls, ceiling fans that are turned on, garage doors, or any similar items.**

Clothing must be steamed, if necessary, and have **no visible wrinkles.**

VIDEO-SPECIFIC CONTENT GUIDELINES

Video Quality:

- Recorded steadily, without shaky footage
- Ensure that your shot is leveled, and not filmed at an angle
- Aim to shoot in 4k, 30 fps

Tiktok specific: Select “Allow high-quality uploads” when posting content

Length:

- Aim for a min. of 10-15 seconds, and generally no longer than 20 seconds
- Unless your concept includes speaking
 - i.e. explaining a trend or talking through a GRWM.

Audio/Music:

- Any audio/music used in the video must be non-explicit.
- **Avoid using any copyrighted material.**
 - Please obtain third-party releases, licenses, and permissions in writing, including but not limited to people, locations, or music.

On-screen Text:

- Must be in a neutral shade (i.e., white, black, beige).
- Does not cover up or detract from you or the outfit.
- Text must not remain on the screen for the entire video.

DOs + DON'Ts

DOs

Shoot in natural light.

Mention Lulus within the first few seconds of your video.

Refer to Lulus as “affordable” or “affordable luxury”.

Show how you style your Lulus pieces.

Show and describe product/clothing textures.

Make sure product is visible and centered to camera.

Speak to why you love the products & what makes Lulus unique.

DON'Ts

Avoid words like “Cheap” or “Fast Fashion”.

Avoid featuring other brands or individuals in your content.

Avoid hiding your Instagram likes.

Avoid portraying Lulus products in a negative light.

Please do not use heavy filters/edits or edit product in your content.

Don't film videos or take pictures with visible non-Lulus labels or logos on clothing.

Avoid singing along or dancing to music in video.

CONTENT IDEAS/INSPIRATION: Video

Please do **not** mention or feature other fashion brands in your content



Fall Outfits



Wedding Guest



Fall Skirt Styling



Cocktail Dresses

CONTENT IDEAS/INSPIRATION: Static

Please do **not** mention or feature other fashion brands in your content



Outerwear



Sweater Dresses



Fall Separates



Holiday Sparkles

CONTENT DIRECTION

Focus on a cohesive theme/storyline with your content, a few ideas:

- Styling tips for my body shape
- GRWM for a holiday party, friendsgiving or family gathering
- Taking a holiday look from day to night (i.e., office to happy hour, family gathering to holiday party)
- GRWM featuring wedding event dresses (i.e., winter wedding guest, bridal event)
- What I wore this week
- Styling specific pieces for late fall/holiday season:
 - Example: Styling a blazer and/or leather jacket 5 ways
 - Example: Styling a holiday dress for multiple events
 - Example: Styling a mini skirt for colder weather
 - Example: My top 5 jacket staples
- Specific trend highlighting - *give context around the trend and styling outfits (i.e., holiday sparkles)*
- What I bought vs. how I style them

Why we love our content inspo:

- Content is high-quality and taken with a well-lit, aesthetically pleasing background.
- Video content includes a storytelling/theme component
 - (i.e., what I'd wear for different occasions, style has no age, styling and explaining a trend, bestie twinning content, looks for different song lyrics).
- On-screen text used is simple and in a neutral shade, notice how it does not detract from the creator or the outfit.
- Video length makes sense for the video concept, it is not too long or too short.
- Audio used helps to add to the overall vibe of the videos, please prioritize using non-copyrighted music.
- Fun transitions and different poses are used throughout the videos. They can be simple but used in a way to help make the video more exciting.

FTC GUIDELINES

If you do not abide by FTC regulations, you are subject to your agreement with Lulus being terminated.

Note: If you plan on publishing additional content about the brand, you still must include a disclosure in each post. Please be sure you've familiarized yourself with the following:

- All content must be original and promoting the brand
- Refrain from using affiliate links in your post (rewardStyle, StopStyle, etc.).
- Do not mention competitors or other brands within the same category
- All posts should include one disclosure (For example, #ad, #paid, or #sponsored)

FTC regulations require that your social post(s) include a sponsorship disclosure that is easily seen.

Please include the sponsorship language below:

- TikTok & Instagram (first two lines of caption, or first & last story slides)
 - #ad or #luluspartner (paid)
 - #lulusambassador (gifted)
- YouTube (beginning of video)
 - Verbal and visual (on-screen) disclosure of paid or gifted partnership.

APPENDIX

moodboard and styling inspiration



