



Lulus

Q1 Campaign Brief
January 3rd - April 2nd

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.

#lovelulus @lulus

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.

All content must be original and promoting the Lulus brand. Please avoid using competitors or other brands in your content or any non-MagicLinks affiliate linking, including but not limited to, rewardStyle, Pepperjam, and ShopStyle.

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.

Highlight affordability, quality, and/or the versatility of your Lulus pieces.

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.

CATEGORY PRIORITIES + MESSAGING

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

Product Priorities by Category

Day & Night Event Styles

- [Going Out](#)
- [Special Occasion](#)
- [Shoes & Accessories](#)

Spring Fashion (Dresses & Separates)

- [Spring Preview](#)
- [Vacation](#) and [Resort](#)
- [Two-Piece Sets](#)
- [Sweaters](#), [Blazers](#), and [Light Jackets](#)
- [Knit Tops](#)
- [Denim](#)
- [Pants](#) and [Skirts](#)
- [Shoes](#) and [Accessories](#)

Key Messaging Points

Please include some of the following in your content:

Affordability

- Dress + shoes: Looks under \$125-\$150
- Separates: Looks under \$150

*or total cost of the entire look

Quality

- Talk about the fabric, how it feels, how it fits

Versatility

- Highlight the ability to transition your items in some of the following ways:
 - Day to night
 - Different seasons
 - Multiple events

*If you would like to return any of your items that were unworn for the campaign, Lulus would be happy to assist with this process.

Lulus

CONTENT DIRECTION

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

- Styling tips for my body type
- Spring break packing list
- Early spring outfits (i.e., jackets with skirts, denim, florals, dresses)
- Vacation/spring break outfit ideas
- GRWM for a night out or date night
- What I'm wearing to upcoming spring events
- Prep my closet for spring with me
- What I bought vs. how I style them

Why we love our top content:

- Content is high-quality and taken with a well-lit, aesthetically pleasing background.
- Video content includes a storytelling/theme component
- On-screen text used is simple and in a neutral shade, 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 use 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 an FTC disclosure in each post.

FTC regulations require that your social post(s) include a sponsorship disclosure that is easily seen. Please include the sponsorship language below (minimum of one disclosure per post):

- **TikTok & Instagram (first two lines of caption, or first & last story slides)**
 - #ad or #luluspartner (paid)
 - #lulusambassador (gifted)
- **YouTube**
 - Must include a verbal and visual (on-screen) sponsorship disclosure at the beginning your video.

MUSIC GUIDELINES

Please use copyright-free music only and avoid singing along or dancing to music to your content.

Resources for copyright-free music

- **TikTok Music Library**
 - Pre-cleared music resource for content creation.
- **Epidemic Sound**
 - Can be used to find copyright-free music.
 - Music cannot be downloaded without a subscription, but Lulus can download music for your use as needed.
 - Songs can also be vetted through the platform to confirm if it's able to be used as a copyright-free resource.