



## HOW IT WORKS – DESIGNER

Hello designers,

Welcome to our community.

stylekontor was created to unleash your creative potential, so that you can make your mark without having to worry about anything else. We let you focus on creating and marketing your styles, while we provide you with a unique community and take care of everything else, including production, logistics, sales and, most importantly, customer service.

You will earn 15% of your net sales (after returns) of every campaign that is successful in our shop.

15% - what does that mean?

Here is an example: For 300 orders of a €100 pair of jeans you will earn a profit of approximately €2,700 (assuming an average industry standard return rate). Your potential profit will be calculated at the moment you upload a style to our platform.

And this is how it works:

1. Register and upload your styles
2. Get published in our VOTE section
3. Qualify for a campaign in our SHOP
4. Promote your campaign
5. Make a profit

We believe in the power of many, which is why we let our community VOTE on your styles before we decide to launch your campaign in our SHOP.

After you upload your style, our design support team conducts a short review to ensure everything is complete.

If you provided the right data for production, we will publish your design in our VOTE section. Here our community votes and comments on your design - and you can directly interact with our community to answer questions and promote your styles.

Sufficient interest in our community is the key to qualify for a campaign in our SHOP. This is where the rubber hits the road and you have the chance to rally your biggest fans. If enough people pre-order your style while your campaign is running, we will start powering our sewing machines.

Just about a month later, your unique fashion item will be delivered directly to your customer's doorsteps. After completion of the 30 day return period, we will immediately transfer your profit to the PayPal or bank account in your profile.

Register now on [stylekontor.com](https://stylekontor.com) - and start submitting your styles. For detailed requirements on what you need to submit please see our Production Guide. Connecting with your customers, building your brand and making a profit has never been easier.

We look forward to bringing your styles to fashion enthusiasts around the world.

Ben, Alex & Johannes