

LMB



ATOÏR



DIGITAL ROLL-OUT

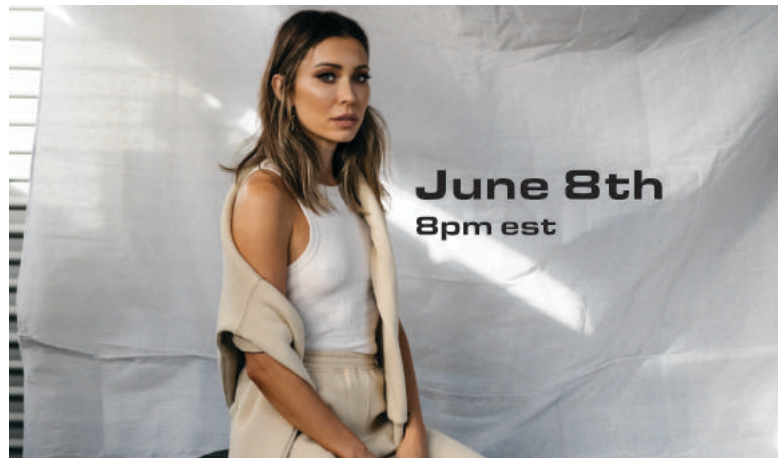


APPAREL BY ROZALÌA X ATOÏR
THE LOUNGE COLLECTION.

ATOÏR & STOCKIST WEBSITE_STYLE GUIDE

EXAMPLE MOCK-UP OF COLLECTION 1.

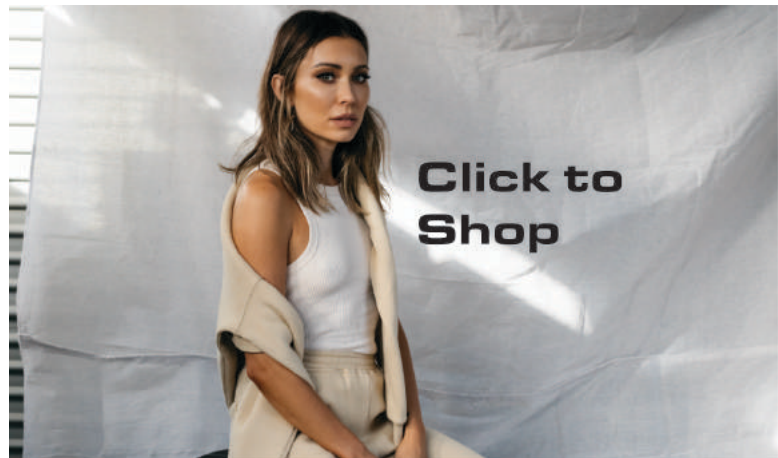
ROTATING
HERO BANNER IMAGE
WITH BRANDING
BEFORE LAUNCH



ATOÏR & STOCKIST WEBSITE_STYLE GUIDE

EXAMPLE MOCK-UP OF COLLECTION 1.

ROTATING
HERO BANNER IMAGE
WITH BRANDING
AFTER LAUNCH



WEBSITE_STYLE GUIDE

EXAMPLE MOCK-UP OF COLLECTION 1, TEASING 2 & 3.

ONCE CUSTOMERS CLICK ON WEBSITE HOMEPAGE, THEY WILL THEN BE TAKEN TO THIS PAGE THAT HIGHLIGHTS THE FUTURE DROPS IN THE COLLECTION AND THEIR RELEASE DATES.



COLLECTION 1.

RELEASED: MONDAY 8TH JUNE



COLLECTION 2.

RELEASED: MONDAY 29TH JUNE



COLLECTION 3.

RELEASED: MONDAY 20TH JULY

WEBSITE_STYLE GUIDE

EXAMPLE MOCK-UP OF COLLECTION 1, TEASING 2 &3.

ONCE COLLECTION 1
GOES LIVE THE TEXT WILL
TRANSITION TO SAYING
'SHOP NOW' AND WHEN CLICKED
ON TAKE CUSTOMERS TO
PRODUCT PAGE

COLLECTION 2 AND 3 TO
REMAIN THE SAME.



COLLECTION 1.

SHOP NOW



COLLECTION 2.

RELEASED: MONDAY 29TH JUNE



COLLECTION 3.

RELEASED: MONDAY 20TH JULY

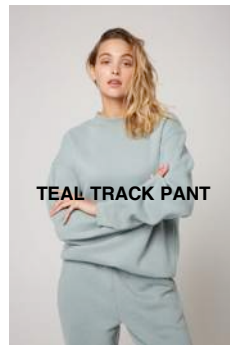
ATOIR & STOCKIST WEBSITE_STYLE GUIDE

EXAMPLE MOCK-UP OF COLLECTION 1.

COLLECTION 1

RELEASE: MONDAY 8TH JUNE

X1 OF EVERY STYLE
TO BE SHOWCASED ON THE
PRODUCT PAGE.



ATOIR & STOCKIST_EDM GUIDE

EDM TO BE SENT OUT AFTER COLLECTION LAUNCHES ON MONDAY 8TH JUNE – 7PM

ATOIR



Apparel by Rozalia
In collaboration with Atoir

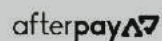
COLLECTION 1.
SHOP NOW



FREE EXPRESS SHIPPING
For orders over \$150



CLICK & COLLECT
From our Melbourne office



SHOP NOW | PAY LATER

ATOIR & STOCKIST INSTAGRAM STORIES_STYLE GUIDE

MOCK-UPS OF COLLECTION LAUNCHES / TREND REPORTS

Apparel by Rozalia

In collaboration with Atoir



COLLECTION 1.

Crew Neck Jumper

Oatmeal / White / Black / Teal / Grey

Track Pant

Oatmeal / White / Black / Teal / Grey

Tank

Oatmeal / White

Socks

Oatmeal

DATE OF RELEASE:

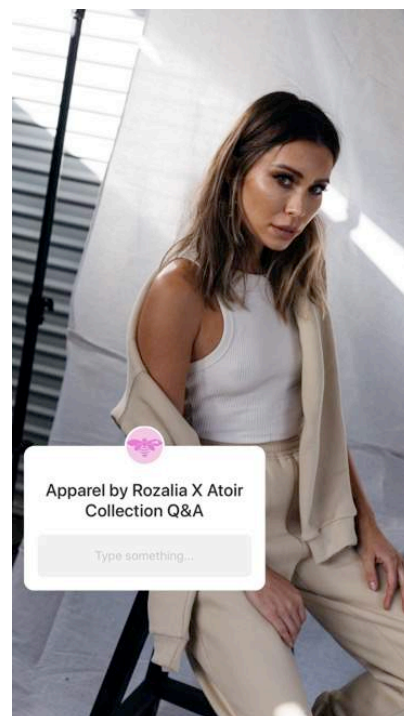
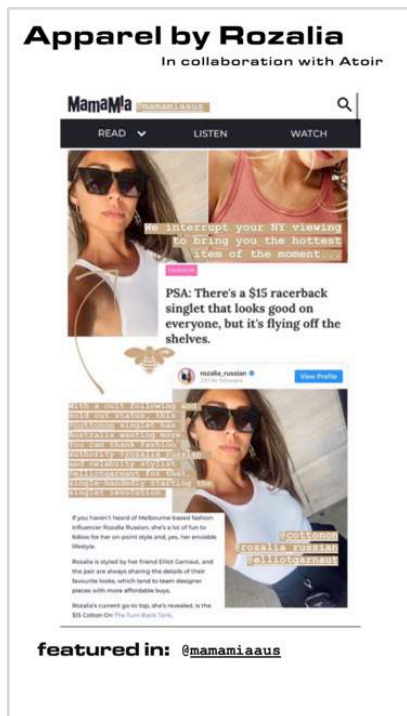
JUNE 8th – 7pm

ROZALIA INSTAGRAM STORIES_STYLE GUIDE

MOCK-UP OF COLLECTION LAUNCHES / PR COVERAGE / COUNTDOWNS

STAY TUNED FOR THE BELOW INITIATIVES TO ROLL OUT
SURROUNDING THE LAUNCH.

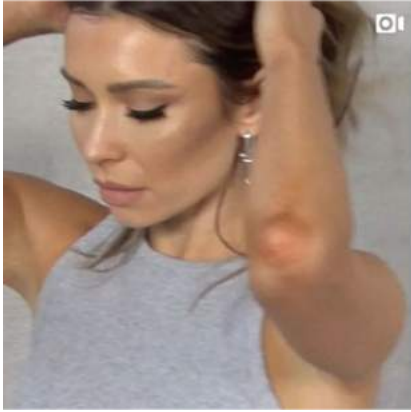
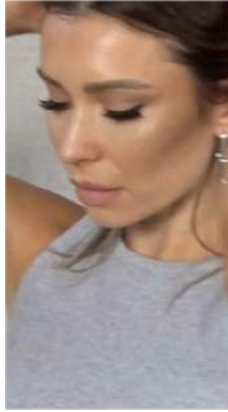


AS PR AND MEDIA COVERAGE GOES LIVE WE WILL ADD ASSETS TO
THE FOLDER TITLED 'PR/MEDIA COVERAGE' IN THE DROPBOX.



ROZALIA POSTING PLAN_TEASING COLLECTION 1







INSTAGRAM AND INSTAGRAM STORIES

DATE / TIME	IG POST/S	IG STORY/IES
<p>MON 1 JUNE 9 PM</p>	 <p>VIDEO POST</p> <p>June 8 Apparel by Rozalia... The Lounge Collection X @atoir_ @ashleighlarden</p>	 <p>1. Instagram Story format of video</p>
<p>THUR 4 JUNE 7 PM</p>	 <p>CAROUSEL POST</p> <p>The Wait Is Almost Over. June 8 – The Lounge Collection. @atoir_</p> <p>TAP TAGS @atoir_ @ashleighlarden @elliottgarnaut</p>	

ROZALIA POSTING PLAN_TEASING COLLECTION 1






INSTAGRAM AND INSTAGRAM STORIES

DATE / TIME	IG POST/S	IG STORY/IES
<p>FRI 5 JUNE PM</p>	 <p>CAROUSEL POST</p> <p>Expect tonal, timeless and transitional pieces. COLLECTION 1 – June 8. @atoir_ @ashleIGHLARDEN</p>	 <ol style="list-style-type: none"> 1. BTS from shoot (only Collection 1 styles featured) 2. BTS from shoot (only Collection 1 styles featured)
<p>SUN 7 JUNE PM</p> <p>RR'S BEST POSTING TIME</p>	 <p>VIDEO POST</p> <p>24 HOURS UNTIL LAUNCH. The countdown is on – COLLECTION 1 will be available to shop, 7PM tomorrow night at atoir.com.au and nationwide stockists.</p> <p>@ashleIGHLARDEN @atoir_</p> <p><i>*Atoir and all stockist's to go live with this post 10 minutes after Rozalia.</i></p>	 <ol style="list-style-type: none"> 1. Story tile with a 24 hour countdown. 2. Instagram Story format of video.

ROZALIA POSTING PLAN_LAUNCHING COLLECTION 1



INSTAGRAM AND INSTAGRAM STORIES

DATE / TIME	IG POST/S	IG STORY/IES
<p>MON 8 JUNE 7 PM</p>	 <p>CAMPAIGN LAUNCH – CAROUSEL COVER PHOTO TO BE COLLAGE OF IMAGERY</p> <p>WE ARE LIVE! Apparel by Rozalia in collaboration with Atoir. Collection 1.</p> <p>PIECE 1 - TRACK PANT PIECE 2 - TANK (OATMEAL & WHITE) PIECE 3 - CREW NECK JUMPER PIECE 4 – SOCKS (Oatmeal)</p> <p>Show the pieces at atoir.com.au and nationwide stockists.</p>	 <p>Instagram story showcasing Collection 1 pieces.</p> <p>Rozalia to upload X1 image per piece from Collection 1 with a swipe up to shop link.</p>
<p>TUES 9 JUNE 8 PM</p>	 <p>IMAGERY WILL BE PROVIDED</p> <p>VIDEO POST – Styling Series (Collection 1)</p> <p>STYLING SERIES. Here are my favourite X3 looks, styled with the pieces from my Lounge Collection with @atoir_.</p>	<p>Stories to support the looks showcased in feed post.</p> <p>1 – 3 stories of BTS / Images of filming the styling series.</p>

ROZALIA POSTING PLAN_LAUNCHING COLLECTION 1



INSTAGRAM AND INSTAGRAM STORIES

DATE / TIME	IG POST/S	IG STORY/IES
<p>THURS 11 JUNE 7 PM</p>	 <p>IMAGERY WILL BE PROVIDED</p>	 <p>IMAGERY WILL BE PROVIDED</p>
<p>SATURDAY 13 JUNE PM</p> <p>RR'S BEST POSTING TIME</p>	 <p>IMAGERY WILL BE PROVIDED</p>	 <p>Apparel by Rozalia In collaboration with Atair</p> <p>COLLECTION 1.</p> <p>Classic Tracks Jumper Bottoms / Shorts / Skirt / Pant / Skirt Tracks Pants Bottoms / Skirt / Shorts / Pant / Skirt Tracks Bottoms / Skirt Skirt Skirt</p>

SINGLE POST - SELF SHOT CONTENT
Featuring slow selling styles

Thursday night comfort thanks to the Apparel by Rozalia Oatmeal Track Pants and Crew Neck Jumper.

1 - 2 Instagram stories showcasing more details / angles of the slow selling styles.

SINGLE POST – SELF SHOT CONTENT

Weekends wearing my Collection with @atoir_.

Which styles have been your favourite?

@ashleighlarden

1. Rozalia to communicate which styles are now sold out from Drop 1, and which have only a limited stock left.

ROZALIA POSTING PLAN_TEASING COLLECTION 2



INSTAGRAM AND INSTAGRAM STORIES

DATE / TIME	IG POST/S	IG STORY/IES
TUESDAY - SATURDAY	INSTAGRAM STORIES Reposting PR Coverage with designed template Reposting Influencers wearing the collection. Please note as influences post we will be adding imagery to drop box Sharing more film / street style images from the shoot pending which styles have sold out.	

IMAGE USAGE GUIDE



In the dropbox link accompanying this Digital Rollout guide you will find various imagery available to use with the launch of this collection.

We have strict guidelines relating to what the imagery can be used for.

Please ensure you and your staff are familiar with the usage guide below so you are not charged additional usage by Rozalia's management, LMB Management who will be tracking all image usage.

If you are feeling unsure or have questions relating to the below please feel free to email the Atoir team for further assistance - cynthia@atoir.com.au

E-Commerce Imagery - (NOT featuring Rozalia – refer below shoot by Atoir)

This imagery can be used for all website, social media.

eDM communications need to be approved by Rozalia's management.

All other advertising, including: print, PR, digital and sponsored content cannot be used without additional usage costs.

TO CONFIRM:

Rozalia Campaign Imagery CAN be used:

Social media usage for stockists for the term of the collection – organic posting only, no boosted or sponsored content.

Homepage imagery for the term of the collection only – NO Point of Sale.

Rozalia Campaign Imagery CANNOT to be used:

Point of Sale on website product pages (e-comm)

Print Media / Advertising

Outdoor advertising

Sponsored digital advertising

Advertising assets outside social media (unless additional usage is agreed in writing and paid)

Sponsored or boosted content across any digital or platform (unless additional usage is agreed in writing and paid)

Non-approved PR opportunities

Any other advertising or usage that sits outside the agreed organic social media re-sharing.

eDM's that are not pre-approved.



E-COMMERCE IMAGERY



ROZALIA CAMPAIGN IMAGERY