



LACE XCLUSIVE  
EXOTIC VIRGIN HAIR & CLOSURES

## #XCLUSIVEBARBIE BRAND AMBASSADOR (FOR IMMEDIATE RELEASE)

### **We seek:**

Bright, energetic, articulate, engaging and enthusiastic individuals that love virgin hair and are committed to Lace Xclusive and its mission.

### **What is an #XclusiveBarbie Brand Ambassador?**

Lace Xclusive's #XclusiveBarbie Brand Ambassadors ("Brand Ambassadors") market only the Lace Xclusive brand and its products for the duration of their contracts. Within the guidelines, objectives and responsibilities, Brand Ambassadors promote our brand, products and services by interacting with customers, sponsors, agents and sales prospects, as well as the media, on a day-to-day basis and at special events and conventions. Brand Ambassadors are Market Representatives and Customer Relationship Managers.

### **How Ambassadors Will Be Chosen**

All Lace Xclusive prospective Brand Ambassadors must exhibit the following traits:

- ✓ Personality with high energy
- ✓ Be articulate and professional,
- ✓ Have sufficient knowledge of Lace Xclusive products
- ✓ Have expert technical/technological skills (including appropriate use of social media).
- ✓ A professional attitude and appearance while maintaining a fun, friendly and engaging approach to vendors, agents, other Brand Ambassadors, customers and potential sponsors
- ✓ Be comfortable working with and interacting with customers, and be able to function productively in a group setting as well as to work well independently

If a candidate does not possess a vehicle and a valid driver's license, he/she must have reliable transportation to and from all Lace Xclusive local events, photo shoots, etc.

### **Compensation**

In exchange for appropriate and adequate completion of the objectives and responsibilities, #XclusiveBarbie Brand Ambassadors are eligible to receive up to four (4) bundles of Lace Xclusive virgin hair extensions, which represent a value of up to six hundred dollars and zero cents (USD \$600.00). Matching closures will also be provided, if necessary.

Additionally, in exchange for appropriate and adequate completion of the objectives and responsibilities, #XclusiveBarbie Brand Ambassadors are eligible to receive a Lace Xclusive modeling portfolio, taken by the official Lace Xclusive professional photographer. Modeling



portfolios represent a value of up to one thousand dollars and zero cents (USD \$1,000.00)

Brand Ambassadors may also be eligible for the following, when available and at the sole discretion of Lace Xclusive:

- Free Lace Xclusive Products (virgin hair, care products, apparel items, etc.)
- Travel Accommodations for Specific Lace Xclusive-Sponsored Events
- Prominent Features on Lace Xclusive's website and social media platforms, including but not limited to Instagram, Facebook, Twitter and YouTube.

### **How to Apply**

Think you have what it takes to represent our brand? Apply by sending a copy of your resume and portfolio, including five headshots in different light and/or locations, and a two-minute video explaining why you should be chosen as an #XclusiveBarbie Brand Ambassador. All materials must be sent in one email to [promotion@laceexclusive.com](mailto:promotion@laceexclusive.com). "Brand Ambassador" should be the subject of your email.

In the body of the email be sure to include:

1. Links to your blogs, YouTube, Facebook, Twitter, Instagram, Tumblr and Pinterest pages, and any other social media accounts you may wish to bring to our attention
2. A contact phone number with area code
3. A short paragraph describing:
  - a. Your experience with hair extensions (specifically virgin hair)
  - b. Your passion for virgin hair/What you like about virgin hair
  - c. What you have found as the most challenging aspect to maintaining virgin hair
  - d. Why you believe you would be great for this position
4. The names and contact information of three (3) professional references

Failure to submit all of the above in one email will result in an immediate rejection of your application for incompleteness. Attention to detail and care for your unified brand is expected.

*All selected Brand Ambassadors may be subject to a criminal background check, as well as required to sign a non-compete and non-disclosure/confidentiality agreement.*

*We thank all applicants for their interest, however, due to the expected number of applicants, only short-listed candidates will be contacted for an interview.*

*If you do not hear from us within three weeks of submission of your application to schedule an interview, it is unlikely you were chosen as a short-listed candidate. However, because our needs change, we will retain a copy of your application for up to one year in the event your profile is needed at a later time.*