



Shopping Links Connects Top Brands and Influencers at Fashion Week Australia

Approximately 70 top influencers with a total reach of 2+ million are expected to attend the inaugural Fashion Week STORY | Sydney.

MELBOURNE, VIC, AUSTRALIA, April 26, 2016 /EINPresswire.com/ -- Shopping Links (www.shoppinglinks.com), Australia's largest and most-established [influencer marketing network](#), will connect top influencers and brands at Fashion Week Australia with the inaugural Fashion Week STORY | Sydney, a series of curated events and styling sessions taking place from May 19 - 21, 2016.

Held at a gorgeous venue less than a 5-minute walk from Carriageworks, where most Fashion Week Australia events will be held, Fashion Week STORY will give top influencers a refuge in between shows and a source of inspiration for photo shoots and industry events, complete with a Wardrobe of outfits and accessories to borrow from top brands, and a Beauty Bar filled with new products to try and share on social media.

Approximately 70 top influencers are expected to attend, including rising international star Paola Alberdi of [Blank Itinerary](#), a blogger with 300k+ followers on Instagram who has been featured in Harper's Bazaar, Vogue, Refinery 29, and New York Magazine's The Cut, among other top publications. The total reach among all attendees is more than 2 million, giving brands an opportunity to make their products a significant part of the online Fashion Week conversation.

The three-day event begins with an Opening Night soiree featuring cocktails and canapés, mingling between brands and bloggers, and an introduction to the Fashion Showroom, which includes the Wardrobe and Beauty Bar. Events continue the next day with a "how to" Styling Session showcasing the season's newest looks with a top influencer, a blogger "Lunch & Learn," and traditional British High Tea with a leading British lifestyle brand.

The final chapter of Fashion Week STORY begins with a Blogger Brunch, allowing influencers to network with the sponsor brand and each other. The event concludes with a sponsored Beauty Studio designed to introduce bloggers to new trends and products from a leading beauty partner.

An ongoing "Recharge Station" will also remain open for all three days with the two things bloggers need most -- coffee and phone chargers to keep their minds (and devices) at 100%. Exclusive sponsorship is now open to fashion, lifestyle and beauty brands for each event element, and multiple opportunities are open for Fashion Wardrobe and Beauty Bar sponsorship. Custom sponsorship is also available.

About Shopping Links

Shopping Links (www.shoppinglinks.com) is a digital platform that makes it easy for fashion, lifestyle and beauty brands to connect with top influencers for the purposes of marketing collaboration. As Australia's largest and fastest-growing influencer marketing platform, Shopping Links' influencer network now includes 9,355 bloggers from 103 countries with a total reach of more than 835 million.

Emphasizing transparency and cost-effectiveness (collaborations start at AUD \$89), the platform features 675 brands, including Macy's, MARKS & SPENCER, Gucci, Topshop, Nasty Gal, Boden, Karen Millen and The ICONIC, among many others.

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