

love it. wear it.
get paid to
share it.

BECOME A STYLIST



STELLA&DOT

life. style. goals.



Most of us were the kid with the lemonade stand. Boss ambitions. Then, we went to school, went to work, got a rung up the ladder. So far, so good. But what happens next for so many women? We smack into the reality that giving your all to a traditional 9-to-5 doesn't always make you feel like you can have it all—or even have what matters most. They stop learning and stop earning. We can't let that stand.

The lack of flexibility in the workforce sidelines too many women. For many more women, having just one career only fulfills one part of you. Or only pays for part of the life you want. And you are more curious, more talented, more ambitious, and more fun than that.

So we're changing work for women. Here, you have a way to fund every passion. Stella & Dot was created for you too. The you that wants to do the creative stuff, gets a shot at the challenging things that make you grow, knows you deserve mentoring, and wants to get recognized for your work.

This is a group that likes seriously girly things—like ambition, calling the shots, and handling it. Stella & Dot is more of a community than a company, more of a movement than an old-school business. Here, you'll find an empowered group of women ready to lift each other up. This isn't just where you find a role model—this is where you become one.

Here, we don't believe in cookie-cutter success. We simply believe in you doing you, better than you've ever done before.



Xo Jessica



style powered by women.

Style is about finding the things you love and wearing them with confidence. It's more than what you wear. It's what you do. So we're breaking the mold on how women shop and work, making it easier, more personal, and way more fun to treat yourself. Shopping with your Stylist supports her independent business—and our greater goal to create flexible jobs for women around the world.

That's fashion you can feel good about.







half our line is under \$50!

STYLE THAT WORKS FOR YOU

here's what makes stella & dot stand out

DESIGNED IN-HOUSE

Our exclusive accessories are crafted by hand by our award-winning design team in our New York and Sausalito studios.

ACCESSIBLE LUXURY

A high-end experience at surprisingly affordable prices. We travel the world to work directly with the finest artisans and avoid unnecessary retail store markups.

SOCIALLY RESPONSIBLE

You can be proud to say you're a part of a company with integrity. We source our products in a legal, ethical, and responsible manner, ensuring human rights, health and safety, and fair wages.

CELEBRITY COVETED

Our jewelry has been spotted on your favorite style influencers and celebs, and in your go-to fashion magazines and blogs.

PERSONAL SERVICE

No glass cases here. You provide the ultimate try-it-on-at-home experience everyone craves. Friends get to style each other; you get to handpick the accessories you show.

WHAT'S THE BUZZ? WE'VE APPEARED IN...

InStyle VOGUE GLAMOUR *The* NEW YORK TIMES FORTUNE

WHAT DOES A STYLIST DO?

**love it. wear it.
get paid to share it!**



SELL IN PERSON, ONLINE & ON THE GO

Want to earn the most money per hour, and have the most fun? In-person Style Sessions let friends try it all on and help hosts earn a free shopping spree. Think of it as a two-hour pop-up shop mixed with a girls' night in or coffee chat. All of our sessions are online too, so friends from far away can get in on the fun!

WORK WHEN YOU WANT, EARN WHAT YOU NEED

Earn 25% – 35% commission on your sales. No minimums, no quotas, no territories, no inventory or deliveries. You call the shots.

GIVE BACK

Doing good is built right into your business with the Stella & Dot Foundation. Share our Foundation products and support the economic and educational empowerment of women.

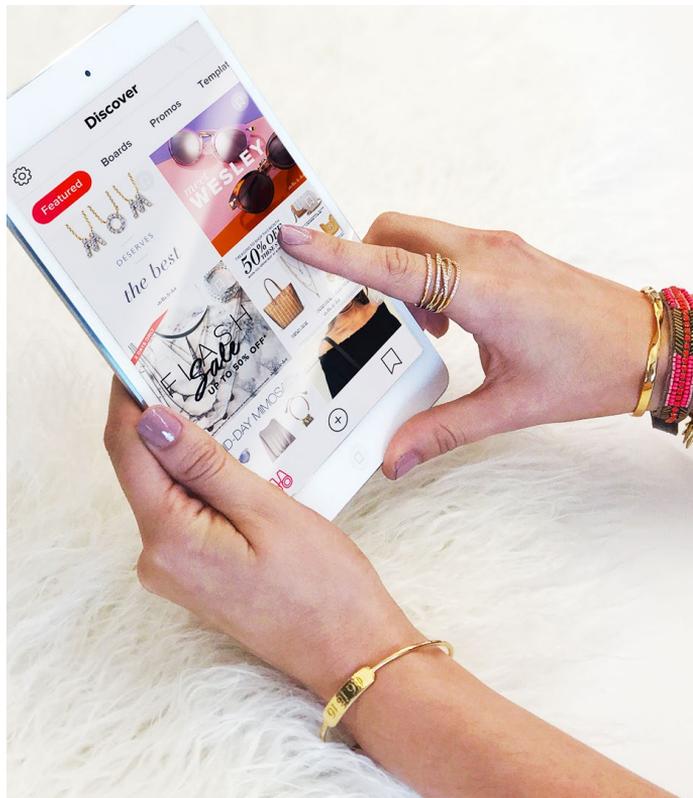
MENTOR OTHERS—IT'S UP TO YOU

Everything's more fun with friends. With Stella & Dot, you can learn and earn together. When you bring others on board as Independent Stylists, you create the potential to earn extra income for both you and your team.

it's the best-looking side gig around!



While we hope you aim for the stars, not everyone will achieve the represented level of income. Your actual earnings may vary significantly depending on time committed, skill level, and other factors. Please see page 21 for a full earnings disclosure statement.



you got this!

AND WE'VE GOT YOUR BACK WITH TRAINING, APPS, AND SUPPORT,
PLUS A COMMUNITY OF STRONG, SUPPORTIVE WOMEN

YOU FIT RIGHT IN.

Teacher, doctor, lawyer, model, ice skating coach, public relations guru, retired principal, bee keeper, SAHM, fashion blogger. Yes—people just like you.

73% of our field has never done social sales before.

BUSY WOMEN JUST HANDLE IT.

All you need is a few hours a week to get out and have fun with new friends. When it's fun, it's amazing how you can fit it in. Want to earn more? Take it up a notch. It's up to you.

80% of our Stylists work another full- or part-time job.

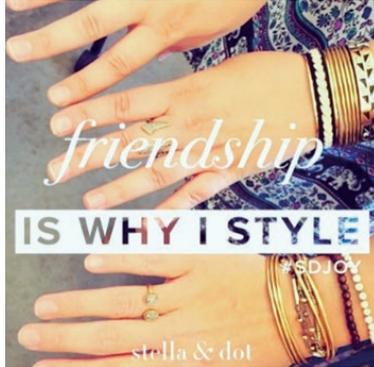
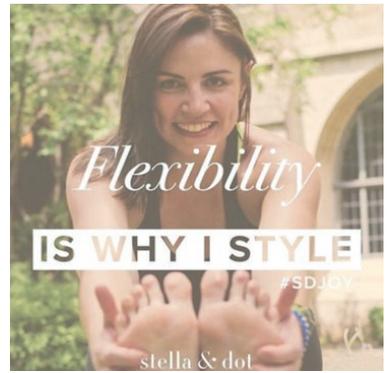
FRIENDS KNOW FRIENDS YOU HAVEN'T MET YET.

Rewards are covered by Stella & Dot, so profits stay in your pocket. Let's throw them around like confetti. Who in your social network is going to be one of your lucky first hostesses? Think of just four people to start, and you're ready to launch. 61% of our customers surveyed say they would love to host if asked.

No wonder 85% of Style Sessions are booked in person.

Get it, girl! 





go beyond goals

THE PAYCHECK IS JUST THE BEGINNING

MORE CELEBRATION

Appreciation is built into Stella & Dot with prizes, perks, and rewards.

MORE CASH

Get cash bonuses for promotions and coaching.

MORE STYLE

Earn product credit monthly and enjoy a 25% discount always.

MORE REWARDS

Plus, slay your first 60 days for even more cash and free products.

MORE PERSONAL GROWTH

Step it up with leadership training, exclusive events, and travel opportunities galore.



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**“I can truly say
that I have it all.
I’m there for all
the little moments,
but I’m running
a business at
the same time.”**

— Amanda DELAWARE, OH





“As much as I loved teaching, when I had my own kids I wanted to work flexibly from home. I now make double what I did teaching, working on my own terms.”

— Amelia SEATTLE, WA





“This business has allowed me to feel empowered as a mom, wife, and business owner, and allows me to earn unlimited flexible income.”

— Joann GRIFFITH, IN

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“I’ve replaced my previous full-time income with a six-figure salary, but I have total control of my hours because I’m my own boss.”

— Christine CANTON, MI





“I was easily able to make enough money to quit my full-time job and stay home with my two-year-old son.”

— Amy EUGENE, OR

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earn like a woman

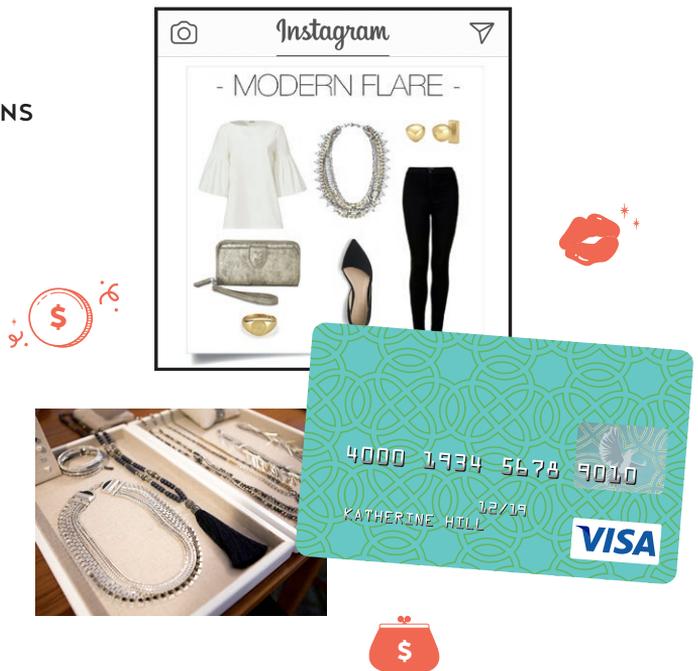
ANYWHERE, ANY WAY, ANYTIME

You'll decide if you want to sell at just one Style Session a week, one a month, or simply style on the side for the season while you focus on other life priorities. We give you the tools and training you need to sell in person and online.

- 25-35% personal sales commission
- get paid weekly

STYLIST MONTHLY COMMISSIONS FROM PERSONAL SALES

| MONTHLY SALES | MONTHLY EARNINGS |
|---------------|------------------|
| \$10,000 | \$3,500 |
| \$5,000 | \$1,600 |
| \$2,500 | \$750 |
| \$1,000 | \$250 |



**Plus SD Rewards:
bonuses, prizes, and perks just for Stylists!**

SET GOALS. CRUSH THEM.

give yourself a raise!



WANT TO EARN MORE?

Add team sales commissions. This stylish side hustle can turn into so much more. If you'd like to lead others, you can earn sales commissions too. After all, you can't serve a \$30 billion market alone.

| | CAREER LEVEL | DESIRED MONTHLY INCOME | MONTHLY SALES | MONTHLY STYLE SESSIONS | WEEKLY WORKING HOURS |
|---|------------------|------------------------|---------------|------------------------|----------------------|
| GREAT POCKET MONEY A couple sessions a month and online orders. | Stylist | \$500+ | \$2,000 | 2-3 | 0-5 |
| DOUBLE THE EARNINGS One session a week. Connect a few others to the Stylist Opportunity. | Star Stylist | \$2,250+ | \$4,000+ | 4+ | 8-10 |
| THE PROFESSIONAL Maintain consistent sales, grow a sales team. | Director | \$5,000+ | \$5,000+ | 4-6+ | 15-20 |
| THE EXECUTIVE A full-time, fast-paced career in leadership with consistent sales and team growth. | Senior Director+ | \$10,000++ | \$5,000+ | 4-6+ | 25-40 |

Numbers are based on earnings data from 2016 for Stylists paid at their career levels and include personal and sales commissions. All amounts shown are in US dollars. The earnings represented herein are not necessarily representative of the income, if any, that an Independent Stylist can or will earn. There is no guarantee that any Independent Stylist will earn any income. The success of each Independent Stylist, like any other business, depends on individual skills and personal effort. For further details about the Stella & Dot Compensation Plan, speak to your Independent Stylist, Upline Leader or Mentor, visit your Stylist Lounge or call Customer Service at 866-444-7142. For more information see here: <https://www.stelladot.com/stylist/IDS>.

In Canada, the typical IBO during 2016 earned an average of \$0-\$200, excluding retail profits. This includes participants who may not be actively selling the product in any given month. Stylists who are inactive are still eligible to purchase Stella & Dot products at a discount. In Canada the average earnings of all active Stylists who qualified to earn personal sales commissions and not team sales commissions earned \$1,664. The average earnings of all active Stylists who qualified to earn both personal sales and team sales commissions in Canada earned \$9,869 on average in 2016.



**behind every successful
woman is a tribe of supportive
women who have her back**



WE ARE STELLA & DOT

a company inspired by, created for, and run by strong women

Named after our beloved grandmothers, Stella & Dot honors that generation of women who crossed oceans, rolled up their sleeves, won the vote, raised kids, went off to work, and did it all with style and grace. Today, this is how they'd do it.



jessica herrin

FOUNDER AND CEO

Out of Stanford Graduate School of Business, Jessica co-founded WeddingChannel.com. Jessica has been recognized for her business savvy, even more than her style savvy. *Oprah*, *The Wall Street Journal*, *The New York Times*, and *Forbes* have all saluted her vision. But Jessica is most proud of having helped so many women find joy and success through Stella & Dot.

blythe harris

CHIEF CREATIVE OFFICER, CO-CREATOR

After studying and working as an artist in residence at the prestigious Parsons School of Design in Paris, Blythe pocketed an MBA from Columbia. At haute design houses Cartier and DeBeers, she became a top talent, before launching Banana Republic's jewelry line and driving rapid sales growth. Blythe received the prestigious Fashion Group International's 2012 Rising Star Award for accessories.



GETTING STARTED IS EASY

your business-in-a-box has all you need to succeed

SAMPLES TO WEAR & SHARE



Choose your pieces with the help of our bestseller lists. For additional items, shop à la carte at 50% off during your first 30 days. Plus, earn \$1,000s more with OUR JUMPSTART PROGRAM during your first 60 days.



SMART TECH TOOLS

MIMI™, your digital assistant, and DOTTIE®, your iPad app, put styling suggestions and easy on-the-go ordering at your fingertips.



PERSONAL WEBSITE

Start selling instantly. Get your personal website free for the first 60 days.



LOOK BOOKS + MARKETING MATERIALS

Beautiful digital and print materials, e-mail campaigns, social media, and PR support. Everything gorgeous and glossy you need to get started. Earn free replacement marketing materials based on your sales.



TRAINING

Immediate access to our online university. Crave a more personal connection? Get one-on-one training with your Sponsor, attend a local Stylist event, or join a group training call.

MAKE A SMART START

choose the investment that fits your goals

ULTIMATE KIT

\$699

GET \$1500
in Stella & Dot jewelry
& accessories

MORE TO LOVE KIT

\$499

GET \$1000
in Stella & Dot jewelry
& accessories

ESSENTIALS KIT

\$199

GET \$350
in Stella & Dot jewelry
& accessories

MOST
POPULAR

**A year from now,
you'll wish you
had started today!**



the right time is now

The personal service customers crave, style that's easy to share on social media, innovative tech tools, and a customer changing with the times.

This isn't just a smart side business—this is the future of fashion.

the potential is huge

The accessories market is a thriving \$30 billion industry in North America alone, with an unmet need for accessible luxury. And yet only 2 out of 10 customers have shopped with us before.

you should just go for it

Since startup costs are low and payback is fast, you've got little to lose and so much to gain. Why wouldn't you? Come grow with us.

**JOIN US TODAY AT
stelladot.com/stylist**

it's the future of fashion



FRESH THINKING. IRRESISTIBLE STYLE. INNOVATIVE.
OH, AND REALLY FUN.

We're breaking the mold on how women shop and work with a modern, on-the-go business—we call it Stella & Dot. Here, you're the boss. You call the shots. Connect with the Independent Stylist that gave you this invitation to chat about if this is right for you. Don't know a Stylist? No worries, we'd love to introduce you to one.

Join us at stelladot.com/stylist

800.920.5893 (US) 866.444.7142 (CA)

CONTACT YOUR STYLIST: