WHAT SHE WORE

For Models — Your Looks. Your Link. Your Money.

A BMG publication · whatsshewore.com · @whatshewore.bmg

What She Wore is your personal lookbook inside BMG. Every look you wear in BMG Interactive Magazine gets its own page — the outfit matched piece by piece, with shop buttons — under a link that is yours alone. Your followers already love how you dress. Now your looks pay you.

How it works

1. **You appear in the magazine.** Your photographs appear in BMG Interactive Magazine. That is the door — What She Wore is built from the magazine, and every one of your pages carries AS SEEN IN BMG and links back to your spread.
2. **We build your page.** We match every outfit in your spread piece by piece — the dress, the shoes, the bag, the earrings — and build your What She Wore page with shop buttons under each piece. Send us your Instagram link and we do the rest: one permission tap from you, and we pull your looks together ourselves.
3. **You share and earn.** Post your link on your Instagram and Facebook. When your followers shop your looks, you get paid — every month your earnings pass $25, with a statement showing exactly what sold.

THE SPLIT — PLAIN AND SIMPLE

Of every $100 of net revenue your looks generate: BMG $50 — the store, the matching, the traffic. YOU $25. YOUR PHOTOGRAPHER $25 — the person who shot the look shares in it too.

Shot your own photos, or own the rights to them? Then there is no photographer share — the full $50 creator share is yours.

Worked example: a follower buys a $60 dress through your page. BMG's commission on that sale might be about $2.40 — your share of the commission is what you earn, tracked sale by sale on your own link. Small per sale, yours forever, on every look you have ever worn in BMG.

What we need from you

- Be 18 or older, and be in (or coming into) BMG Interactive Magazine.
- Your Instagram link, your permission, and full credits for your photos (photographer, designer, makeup).
- Then promote your page — your link, your followers, your money.

Questions: DM @whatshewore.bmg or @bmginteractive. The full terms are in the What She Wore Model Agreement — short, plain, and fair.