



JASMINE STEFANOVIC

SFMGMT

ABOUT JASMINE

Jasmine Stefanovic knows a thing or two about shoes. Not only is she one half of the design duo responsible for one of Australia's most popular shoe brands, Mara & Mine but she is also a style icon in her own right.

Working in the fashion industry since the age of 18, the Brisbane-born ex-model has worked with several fashion labels and magazines. Modelling alongside, Australian models Lara Bingle and Miranda Kerr, Jasmine starred in catwalk shows for David Jones and leading Australian and International fashion brands.

After enjoying a successful career in modelling, Jasmine learnt the inner workings of a designer's creative processes and that experience then became one of the things that charted her course into the fashion world as she realised, she wanted to be on the other side of the industry creating it, not just wearing it!

From work-life in world of boutique fashion, to home-life with partner Karl Stefanovic, scrolling through Jasmine's social you'll probably find yourself taking mental notes of her outfit formulas as the 35 year old continues to set the bar for the fashion industry becoming the latest style icon in Australia.

With the title mother added to her resume, Jasmine is the perfect brand partner to collaborate with for authentic real-life reality.



52.3K @jaysyarby





COLLABORATIONS

Looking for a fashionista to work with and align your brand, Jasmine Stefanovic has the ability to deliver high value and high visibility through her influence across the digital space.

Being an Australian fashion icon, Jasmine appeals to a wide demographic of woman looking to feel inspired across Fashion, Beauty & Lifestyle.

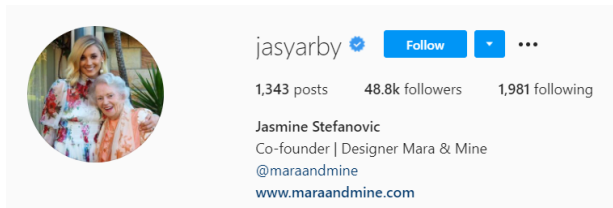
Brands can tap into Jasmine's engaging and interactive audience by partnering with a talented, confident, mother and fashionista.

OPPORTUNITIES INCLUDE

- Event appearances
- Fashion commentary, Style Q&A's
- Content Creation across social media
- Product endorsements
- Brand and corporate spokesperson
- Ambassadorships

SOCIAL MEDIA

Jasmine Stefanovic has built a strong, ever growing social media following



Instagram profile for **jasyarby**. The profile picture shows two women, one in a floral dress and one in a white top. The bio identifies her as **Jasmine Stefanovic**, Co-founder | Designer **Mara & Mine**, with the handle **@maraandmine** and website **www.maraandmine.com**. The profile shows 1,343 posts, 48.8k followers, and 1,981 following.

Insights

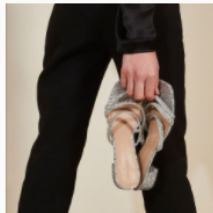
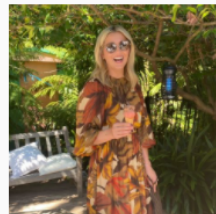
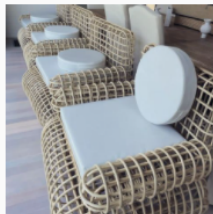
Account Reach – 52.3K

Content Interaction – 90.9%

Location – Sydney - 30%

Gender – 86% Woman

Age – 35-44 - 36%





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