

# POP OF CULTURE *Marketplace*

*"Small Brands, Global Impact."*

## WHO WE ARE

Pop of Culture is a community built for Black entrepreneurs, creatives, and professionals. We organize social events and provide resources that encourage networking, business growth, and professional development. We are determined to create an ecosystem, centered around business and entertainment, that provides superior value and opportunities for those within it. Our online marketplace is an international shopping experience featuring the best contemporary fashion, beauty, and lifestyle Black-owned brands from various countries.

## OUR MISSION

Our mission for this marketplace is to increase the visibility and profitability of small Black-owned brands that are making an impact in their respective industries and communities, as well as provide a unique experience for shoppers. This is one of the many ways we are growing the Pop of Culture community!

## JOIN US

The Pop of Culture Marketplace is where you need to be! Our platform is perfect for both new and established brands that sell products for men and women. If you're not quite excited about it yet, here are some reasons why you should be:

### ESTABLISHED PLATFORM

The marketplace is the rebranded version of our former sister brand, Asa Afrique, which had a following of 1,200+ on Instagram. Not only will you be able to tap into that customer base, but you'll be able to reach the 1,700 followers under the main Pop of Culture brand as well.

POP OF CULTURE

BUSINESS | LIFESTYLE | ENTERTAINMENT

### INTERNATIONAL EXPOSURE

Expanding your brand's reach is crucial to its long-term success. Our platform will help potential customers in different corners of the world learn about and experience your brand. Initially, many of the brands on the platform and shoppers that frequent the website will be from the U.S., West Africa, Canada and Western Europe.

## COMMUNITY

Learn about the stories of other bosses and brands through our blog posts and forum. The "Behind the Brand" blog series highlights a new boss every week, offering insight into their entrepreneurship journey. The online forum is a place for you to connect with other bosses on the platform. You can ask questions, share experiences, safely vent about the woes of entrepreneurship, offer advice, and more!

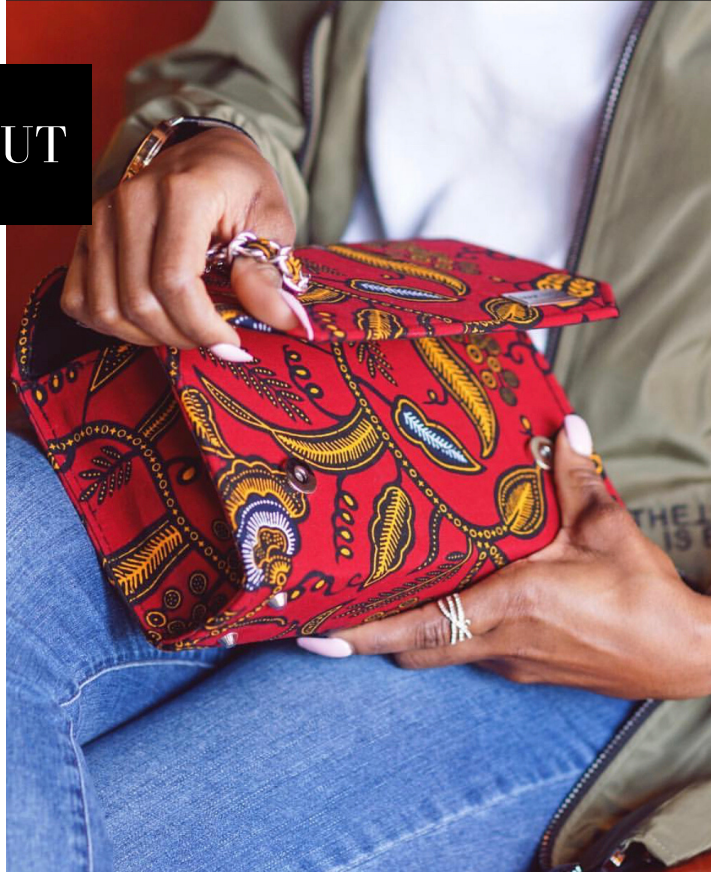


## RESOURCES & BENEFITS

Joining the marketplace gives you access to valuable resources such as branding guides, selling tips, product photography guides, grants, and more. You'll also receive **20% OFF** ALL Pop of Culture international popup shops and workshops that take place during your time as a seller on the platform. If we do not have any events while you are a seller, you will be given three 20% OFF vouchers to be used at future events.

## YOUR BRAND WILL STAND OUT

Your brand and products won't get lost on our website. You will be seen! Our selection process ensures that only quality brands sell on the platform, meaning that the marketplace won't be unnecessarily saturated. This creates a better experience for our shoppers and higher brand visibility for you.



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## OUR FEES & COMMISSION

There is NO cost to setup your seller profile.  
We only take 15% off each sale (pre-tax).

# THE SELLING PROCESS

Once you become a seller on our platform, you can upload unlimited products. All uploaded products will have to be approved before they go live to ensure quality and adherence to product guidelines.

Shoppers can filter by clothing gender (men's & women's), product type (i.e. dresses, shoes, purses, etc), brand country (i.e. Nigeria, U.S., etc), product price, and name of brand.

Once a shopper places an order, you will be notified if they bought one of your products. You are responsible for shipping directly to the customer in a timely manner. As stated above, Pop of Culture will deduct commission and the rest will be paid out to you every Friday. You will only be paid for orders that have been delivered.

More details about the selling process and house rules will be shared with you once you become an official seller.

## SALES & SHIPPING

At any point, you can place your items on sale. From time to time, we will also have storewide sales in which all sellers are expected to participate. You will be notified at least a week prior to the sale so that you can prepare. Most of the storewide sales will coincide with holidays and beginning/end of seasons.

If you are able to afford it, we encourage you to offer free shipping. If you're not able to then the next best thing is to share the shipping cost with the shopper or offer the best rate possible.

More sales and shipping rules, guidelines, and suggestions will be shared with you once you become an official seller.

**We are interested in working with brands that have high quality products, a compelling brand story, and a clear brand identity. If this sounds like you, [CLICK BELOW](#) to apply via Google form!**

[APPLY HERE](#)