

House of Raige LLC

Introductory Work Book

Hey there! We are the House of Raige. This workbook will help you learn about our history, our goals, and what we are looking for in our team members. We are excited to form a team of individuals who share a passion for our brand and vision!

Section 1 . What is the House of Raige?

The House of Raige was founded by James Divine, with the namesake of his Drag Personality, Alice Raige. What started as a group of friends, has grown into a brand that emphasizes Alternative Self-Expression. Our brand is provocative, mysterious, and locally made.

The House of Raige seeks to push the boundaries of creativity and style through our apparel and accessories. We also organize local nightlife events, drag shows, music events, fundraisers and more through our brand, RAIGE EVENTS. We aim to create more spaces for our community to gather, celebrate and rejoice. Let's continue to show the world who we are!

"I have a wish to create something bigger than myself, to be more than who I am. Something that allows me the opportunity to provide space for my community, opportunities for creative people to explore their talents. I hope to inspire those who have given up everything to follow their dreams. This brand is more than who I am, it is an extension of myself; *and* an extension of the love from those that believe in me." – **James Divine**

We are a brand and platform of misfits and creatives. Dedicated to uplifting all walks of life, showcasing individuality, and furthering our space in society.

Section 2. Joining The House of Raige Team

The only requirement House of Raige looks for is a great attitude, paired with a willingness to learn and adapt. Future team members should

- Maintain a positive presence, Both IRL and online
- Show up for scheduled events and photoshoots on time and prepared.
- Respect our community and other team members
- Actively encourage brand awareness
- Fulfill any commitments that have been established.

The House of Raige values commitments, and punctuality. We do not want to work with individuals who are disrespectful or rude. People who exhibit derogatory behavior and language will not be candidates for the House of Raige team. All in all, what we really want is for you to have fun and share in our dreams. We want every opportunity to work together to be a celebration. Thank you for taking the time to read this. I can't wait to see what we can do!

Let's get started!

Section 3. Key Words

Throughout this workbook we may use some unfamiliar terminology, take a moment to learn these phrases

Collection – All of the products within a launch. Think of major brands when they release a seasonal collection.

Content Release Form – The agreement contract that outlines ownership and use of the photo, videos, and other media taken during photoshoots and ambassadorship.

Cycle – The timeframe a team member is confirmed to work with the House of Raige. This can vary depending on the agreement.

Launch – the specific time and date for a release of new products

Look Book – Details relating to a launch. This includes *final edited photos from related photoshoots*, a list of talking points and the inspiration for the collection. This information will be sent to models, influencers, and ambassadors; and used in the related promotional campaign.

Preorders – Before a product is for sale publicly. Typically, we will start preorders before production to gauge community interest and how much should be produced.

Promotional Campaign – The process of advertising and promoting a collection or product. This may include unreleased products from an upcoming launch. Preorders may be included in the campaign.

Set / Location – The place that a photoshoot or event will take place.

Mood Board – Inspirations for upcoming collections and photoshoots. This will have references for style, mood, atmosphere, and location. It will also provide more details on style requirements. They will be sent out to the team prior to upcoming photoshoots.

Work Book – What you are reading now! A guide to the House of Raige.

Section 4. Team Positions

We want to work with those that share a love for our Brand! We want to partner with people who are passionate, creative, and committed. Below we have listed what some of our positions may look like.

These positions are a frame of reference. Team positions are finalized after an agreement has been reached and signed by both House of Raige LLC and our future team member.

Section 4.1 Models

Our community looks for models where they can find a bit of themselves. Models help them imagine how it feels to wear our products. We want a variety of people from all walks of life to help showcase our brand.

Here is a brief outline of what we hope to find in our models

- Capable and comfortable with modeling and posing for extended periods of time.
- (1-4 hours with breaks, possible various locations)
- A keen sense of individual style that compliments the House of Raige Brand
- Comfortable taking direction when modeling
- Ability to build their outfit around the products they model.

Wardrobe

When representing the House of Raige, our brand will not always be your entire outfit. It is important to have clothing options ready to wear on set. The style should reflect the brand, theme of the collection, and photoshoot. *Mood boards* will be sent out prior to a photoshoot. These will provide inspirations for the shoot so that you can plan what you may bring to set.

It is a MUST that your clothing when worn on set is,

- Clean
- Wrinkle Free
- Lint Free
- Well Fitted
- Matching

We encourage you to experiment with different clothing and accessories

- V-neck or crew neck shirts, button downs, polos, vests, sweaters, turtlenecks
- Dress pants, jeans, sweatpants, leggings, skirts, and dresses
- Shoes, boots, heels
- Leather jackets, fur coats, cardigans, suits, blazers
- Sunglasses, scarves, watches, hats, Studded or leather belts
- Rings, bracelets, earrings, necklaces

What not to wear

To ensure visibility of our brand there are limitations for what can be worn on set.

- Absolutely no logos or labels from any brand, organization, school, sports team, club, fraternity, etc.
- Absolutely no licensed, copywritten or trademarked characters, icons, or artwork.

There may be additional limitations for specific collections, that information will be provided in our mood boards.

Thank you for your understanding and cooperation.

Hygiene

When on set you should have clean hair, nails, and skin. It is important to make sure you are looking your best so you can feel your best!

- **Skin** should be free from any dirt and uncleanliness. *This does not mean acne*; we are all human and have hormones we cannot control. Do your best to have a good skin care regimen, anything else can be taken care of in editing!
- **Nails** should be clean, and neat. Polish should be clean, no chipping. (Long nails are welcome. Manicures and full sets are welcome for both women and men)
- **Hair** should be tidy and styled. Beard hair is welcome but should be well maintained. Hair of all ethnicities are welcome. Cultural hair or choosing to cover your hair is welcomed. Bald heads are welcome.
- **Makeup** is welcome for women and men. It should be styled for the photoshoot. Makeup should match your skin tone.
- **Piercings** are welcomed and encouraged.
- **Tattoos** are welcomed and encouraged.

Disclaimer: Any graphic or obscene tattoos may need to be covered or edited at the discretion of the House of Raige.

All Models will be given a [content release form](#) before each individual photoshoot so that they may review and confirm the terms outlined.

Models come in all shapes, sizes, and skin tone. We hope that all interested models have one trait above all else....

Confidence.

Section 4.2 Ambassadors

Ambassadors (or influencers) help us spread brand awareness within the community. Through respected and well-known individuals, communities that trust these ambassadors can increase the trust in the House of Raige. We look forward to partnering with individuals that share a passion for our brand and vision!

Here are some qualities we look for in our ambassadors

- A positive social media presence.
- Actively encourage brand awareness
- Use their platform to promote our products and events
- Respect our community and other team members.
- Fulfill any agreements and contracts that have been established.
- A camera capable of capturing high quality photos and videos.
- A keen sense of individual style that compliments the House of Raige Brand
- Be able to build their wardrobe around the products they model.

Ambassadors do not have the same clothing requirements as models, but it should be noted that much of what is expected of the models can be applied to the ambassadors (i.e., clean, wrinkle free clothing, clean skin, etc.)

Below we have created an *example* of what a Content Agreement may look like. What an official agreement looks like will be different for each ambassador and will be determined once we have discussed our terms and have reached a unanimous agreement between our Ambassador and House of Raige.

Ambassador Agreement House of Raige and Ambassador

1. Upload Schedule This section will include what type of content (photo or video), how often you upload content and over what period of time. We will also include what social media platforms we would like to see used.

2. Content and Merchandise. This section will include what merchandise will be featured and what sort of content will be made to feature the products. We will discuss what Mood, atmosphere, and style we want to see when showcasing our brand. We may also attach a mood board to provide inspiration for your content and posts. And always remember; Products showcased must be clean, well-lit, and clearly seen.

3. Content Captions This section will include suggestion for talking points in captions, what hashtags to use, what accounts to tag and when to link to houseofraige.com. These will vary depending on the social media platform.

4. Outreach and Promocodes This section will include your personal promocode that you may use to buy merchandise on our website, and an additional promocode that you are able to share with your audience. We may also provide custom business cards that will have your promocode so that you can hand them out to members of your community!

5. Additional Notes In this section we may mention more specifics that could relate to a launch, collection, new products, sales and more.

Please remember that we want our products to be displayed naturally, without the feeling of forcing our audience to buy a product. Let the conversation happen naturally. When we reach out to our ambassadors to arrange an agreement, our ambassadors will have the opportunity to choose what products they showcase. Additionally, we may recommend products we would like to see showcased as well.

Section 4.3 Team Member Limitations and Restrictions

Partners and team members of the House of Raige must not engage in hateful derogatory comments or conversation. This includes but is not limited to hate speech regarding a person's ethnicity, sexuality, religion, physical or mental disabilities. We hope that ambassadors think carefully about how their online presence affects our community and our brand. Please be considerate of all walks of life, different views and cultures.

We provide promocodes for you and your audience so that they may share the benefit of your ambassadorship. We encourage their use and encourage you to share them. However, we may impose some limitations, such as discount amount, the dates they are available to be used, or how often the codes can be redeemed.

Partnership and team membership is a privilege, not a guarantee, and may be revoked at any time. We ask that you follow the guidelines and terms set out in your agreements to maintain our partnership.

We do not want your partnership with us to interfere with your typical social media activity. We hope that you continue to use social media in a manner you have always felt most comfortable.

The House of Raige asks that you consider what your schedule is like before making any commitments and signing any agreements. Take a moment to think of your health, wellness, and current obligations. We value the time and effort of all our applicants, and we will expect the same in return.

Section 5. Benefits and compensation

The House of Raige strongly values individuals who commit their time and energy to the brand. Individuals who partner with the House of Raige may receive some exclusive benefits. These will vary depending on your experience, your role and time within the House.

- Exclusive PR Packages not available to the public
- Custom made garments and products
- Exclusive unreleased products
- Exclusive discounts only available for team members
- Opportunity to join other positions within the House.
- Opportunity to provide feedback on upcoming products.
- Paid work opportunities.

The items listed above are **a reference** for what we may offer. Only an official signed agreement will determine what your exact benefits will be.

Section 6. Disclaimer

We make no promise that applicants will have a guaranteed position on our team. While we may not be able to work with everyone for a particular event or collection, we will keep record of our applicants so that we may reach out in the future! Paid work opportunities are largely dependent on your professional experience and the amount of time spent with the House of Raige. However, as the House of Raige grows, more opportunities will emerge as well!

Professional experience is not required to be a part of our team, as we look only for people who share the same passion in growing the House of Raige brand. However, an applicant with professional experience may be considered over someone without that experience.

Section 7. Our Commitment

The House of Raige LLC offers equal opportunity to all applicants regardless of legal age, race, ethnicity, religion, disability, gender identity, gender expression, or sexual orientation

House of Raige LLC

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