



Backstitch Ambassadors

We are on the hunt for some keen sewists to join our brand new Backstitch Ambassadors team! Do you live, sleep, breathe all things sewing? And like to take nice photos of your makes for social media? Then we would LOVE to hear from you.

How it works

We like to keep things simple – our chosen ambassadors will be provided with a gift voucher to the value of £80. This can be used on our website or in our shop, to buy fabric and any pattern/notions to create your chosen garment.

We know that makers put a lot of time (and love!) into stitching-up garments, which is why we have given a generous value gift voucher. The idea is that you would have some credit leftover to spend on something else for yourself, to thank you for your time and effort.

Your project & content

In return, we would ask for a written review (of 500-1000 words) and 8 high-resolution images of your project. Your review and photos will then be used on our blog and social media channels. Ideally you are completely free to choose your own project – we ask that you make a garment using a pattern which we stock and would prefer that you use fabric that is available at Backstitch too. We really want your content to be natural and genuine, which is why we want you to be free to choose what you would like to make. However, we do need to make sure we have a breadth of projects, and that we are using products that will be readily available at time of publishing which is why we do ask that we are able to 'okay' your selection before you proceed.

We welcome you to share your project images on your own social media channels too. We would just ask that you tag us in and direct your followers to our blog for full details, as well as using the hashtag #backstitcher and #backstitchambassador. Please do adhere to ASA guidelines when sharing your ambassador makes by labelling any posts with 'Ad'.

We would also ask that you allow us to share your project images and blog post before you share on your own social media channels. After that point, we would absolutely welcome you to re-share and encourage your followers to take a look at your post on our blog.

If you have your own blog where you would like to share your project images, this would be fine. We would just ask that you post a short summary blog post with max 3 photos, which directs the reader to our blog for the full details.



Photos

For the photos, we would love a range of perspectives - front, back, sides, close-ups of details and a range of poses including seated poses. We love photos taken in natural daylight and would prefer that you don't use any filters on your images.

And finally

We would ask that you return your written review and photos to us within 4 weeks of ordering/buying your materials. Your review and photos should be emailed to jen@backstitch.co.uk.

How to apply

If you would like to be considered for the Backstitch Ambassador team, then please complete the attached form and return by email to jen@backstitch.co.uk, by 17th November 2021.