JASMINE STEFANOVIC

ABOUT JASMINE

A mum to her gorgeous daughter Harper, Jasmine encompasses the role of a fashionable mother effortlessly.

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 Jessica Gomes 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 she 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.

@jasyarby

COLLABORATIONS

Looking for an ambassador 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 women 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.
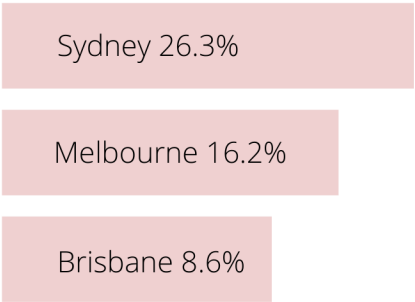
OPPORTUNITIES INCLUDE

- Event appearances

- Fashion commentary, Style Q&A's

- Content Creation across social media

- Product endorsements

- Brand and corporate spokesperson
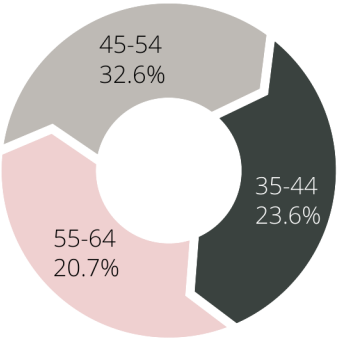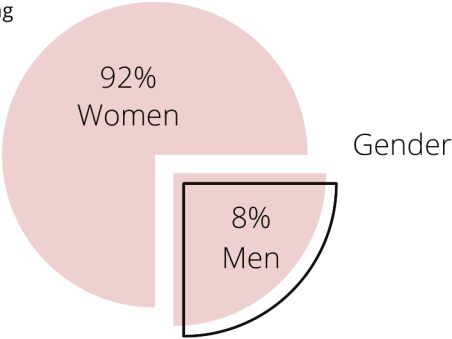
- Ambassadorships

INSIGHTS

Jasmine Stefanovic continues to build an ever growing social media following

Reach
119K

92%
Women

8%
Men

Gender

Sydney 26.3%

Melbourne 16.2%

Brisbane 8.6%

Top Locations

45-54
32.6%

35-44
23.6%

55-64
20.7%

Age

SFMGMT

SFMANAGEMENT.COM.AU

sharon@sfmanagement.com.au