

APPAREL AND ACCESSORIES

## OnlyFans launches fashion fund for creators

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*The platform hopes to encourage fashion creatives to join the industry. Image credit: OnlyFans*

By LUXURY DAILY NEWS SERVICE

Online social platform OnlyFans has announced a new fashion edition of its **creative fund**, an initiative that will provide a platform for emerging fashion designers and talent.

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Renowned stylists Law Roach and Maeve Reilly and celebrity makeup artist Sir John have been selected to evaluate contestants' work for a series that will be available on the platform's free streaming service and app, OFTV. The fund's first-place winner will receive \$500,000 to be used towards their fashion career, and second- and third-place winners will receive \$25,000 each.

"The Creative Fund allows us to develop opportunities for creators in a particular field," said Ami Gan, CEO of OnlyFans, in a statement. "OnlyFans gives all creators a platform to express themselves.

"By focusing on fashion, we are able to shine a spotlight on a new wave of creators in this inventive category as they look towards the future."

OnlyFans, only fashion

OnlyFans is an online subscription service on which creators earn money directly from users who subscribe to their content, unlike free platforms such as YouTube and TikTok.

Those seeking to apply for the OnlyFans Creative Fund: Fashion Edition can enter five of their best designs or stylized looks alongside a short submission video via the online application.

Six individuals will be selected to travel to Los Angeles to participate in the final stages of the selection process. This experience will also be documented on OFTV.

*Three individuals will be selected overall to launch their fashion careers forward*

In addition to the high-profile roster of judges, fashion designer Rebecca Minkoff will be joining the initiative as a mentor to these aspiring creatives. To further guide contestants and viewers, actress and designer Francesca Farago will host the documentation of the selection process.

As a stylist, Law Roach frequently works with actress Zendaya and has styled for other renowned figures such as Celine Dion and Ariana Grande. He also serves as a judge on HBO's "Legendary" alongside Megan Thee Stallion, Leiomy Maldonado and Jameela Jamil.

Maeve Reilly has worked with Hailey Bieber, Megan Fox and Ciara. She also launched her own brand The Local Love Club.

Known for working with Beyonce Knowles, Chrissy Teigen and Kim Kardashian, Sir John is a renowned makeup artist and beauty consultant for several brands.

In a broader move to provide more opportunities for online creators, tech giant Meta, formerly known as Facebook, introduced ways to support content creators and diversify revenue on its platform last year.

From digipubs, video and gaming creators to media companies and cultural institutions, content creators make up a large portion of the communities on Facebook. In order to provide them the support they need to thrive, the social media company plans to open monetization to more creators, making it possible for them to earn revenue from all video types and access fan support ([see story](#)).

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