

OVERT is a fashion and lifestyle brand, inspired by the ever-evolving essence of New York City and girls-on-the-go, the co-founders established the label in early 2014, with a premise to build a community of “OVERT City Girls”, one that cultivates authentic connection and conversation between real modern women. And to design a product that would become the ultimate City accessory, the Noho Bag.

This is an opportunity to join Team OVERT, to help us Follow The Girl and write about your adventures in New York City. You should be passionate about our brand philosophy, and embody city living.

As a contributor for OVERTNYC.COM, you will have the opportunity to really make an impact in helping shape the editorial side of the brand and work with a kick ass team of girls.

### YOU ARE:

In the know - on trend, educated and diligent in following latest news across the board in Fashion, Fitness and Lifestyle - specifically in NYC a true “New York City Girl” (other city knowledge a bonus)

Organised, Driven and able to work to a deadline

Social - out there representing, a good networker

Well versed in verbal and written communication

Proficient in Wordpress

Creative and committed to empowering women through intelligent conversation

It is important that you are able to speak in the OVERT voice, have impeccable grammar You will have the ability to come up with creative, witty and engaging content that is unique to OVERT Life and contributes to our community. Not another Top 5 brunch list please!

You will regularly pitch a variety of ideas for stories — such as slideshows, essays, long-form features, interviews and original photoshoots — that drive the conversation forward in a fresh, surprising way that celebrates all forms of city living.

Writing 1-2 pieces a week that range in length and scope from quick-hit takes on news to longer-lead reported features.

Ability to concept and produce original photographic assets around your writing is preferred.

Seeking contributors in all areas, new ideas welcomed:

Fashion

Fitness

Health

Business

Music, Arts and other Cultural topics

Travel

Food and Wine

For consideration, please explain (quantitatively) how you will enhance OVERTNYC.COM and thoughts on your contribution ideas.