
Muse Friday
Chic girls come prepared.
oddmuse
LONDON

The list, not the rush.

Muse Friday is planned, not panicked: she saves the pieces she loves in the lead-up to the 25th, so every choice is considered. Up to 60% off sitewide, excluding the Wool Fringe Cardigans and Suede Jacket.

15 NOVEMBER

Start your list

She came with a list. We'll send you the early access link to share, so your community can start building theirs.

25 NOVEMBER

List holders first

From 9am GMT, your community can enter their email on our site to unlock early access. **Your ShopMy and LTK commission increases to 25%.**

26–30 NOVEMBER

Muse Friday open

Open to everyone until midnight GMT on the 30th. Up to 60% off sitewide, with 25% commission throughout.

EARNING POTENTIAL

Cost per wear, meet commission per sale.

25% commission on every sale you drive through ShopMy or LTK, from 9am GMT on 25th November until midnight GMT on 30th November.

Not signed up yet? Fast-track your ShopMy sign-up here.

Our biggest sale of the year, with a community that's already planned what they want, so every link works harder. The earlier you share, the longer their list (and your earnings) has to grow.

UK · GBP

SALE PRICE	PER SALE	10 SALES	25 SALES
£50	£12.50	£125.00	£312.50
£94.50	£23.63	£236.25	£590.63
£116	£29.00	£290.00	£725.00
£132	£33.00	£330.00	£825.00

Illustrative, at 25% of Muse Friday UK sale prices. Actual earnings depend on sales made through your links.

YOUR CONTENT

Show us your list, not a haul.

What's on my list

Share the pieces on your list and link them through ShopMy or LTK, ready for the 25th.

One piece, many ways

Once a year. Never just worn once. Style it for the office, the party and every season after.

The try-on

Considered, not impulsive. Honest fit and sizing notes help your community choose pieces they'll keep.

The capsule edit

Build your capsule wardrobe from your list: a few key pieces that work together, season after season.

BEFORE YOU SHOOT

- Let your piece take centre stage, with elevated styling that complements it
- Steam it first so every seam and detail looks crisp
- Bright, natural light and a clean, uncluttered backdrop

IF YOU SHARE

- Please tag @oddmuselondon, so we don’t miss it!
- Link your piece and the rest of your list through ShopMy or LTK
- Share the early access link we'll send you on the 15th
- Share early: the longer their list, the more you earn

Creative freedom: no content approval needed before you post. Questions? Email Mia at m.lehellidu@oddmuse.co.uk.

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