

## FASHION – Online Empire page 9

### FASHION

JULIETTE KNOX

IT'S 3PM IN THE AFTERNOON AND DEADLY VIBE HAS JUST CAUGHT UP WITH ABORIGINAL BUSINESSWOMAN JULIETTE KNOX AFTER HER PHOTO SHOOT. SHE'S HARD TO GET HOLD OF, SHE'S A BUSY GIRL, AND WITH GOOD REASON - HER ONLINE COMPANY THE LITTLE BLACK DRESS EMPIRE IS FAST BECOMING THE LATEST WAY FOR WOMEN THE WORLD OVER TO SHOP FOR THAT SPECIAL OCCASION.

## Online empire

It all started with a little black dress

**"F**or most women, the little black dress is a definite feel-good thing. It's classic and very confidence building. You may not be feeling all that good, but put a black dress on and you feel great," Juliette says.

The idea for the business came to Juliette two years ago when she was shopping for a black dress for a special event. "I was physically going to shop after shop and couldn't find anything. There were plenty of jeans shops, but no black dress shops. I then went online and had to filter through layers of sites just to get to a black dress," she says. "I realised there was a need for a black dress shop but it need not be a physical store."

With the growth in online shopping and statistics that told her that seven million women per month are looking for a black dress online, the decision to set up her online business was clear.

"I also like to fish and travel, so this is a business I can take with me wherever I go because all I need is my laptop."

The next decision was whether to buy stock but two years ago there was the global

financial crisis to think about and consumer confidence was not high. "I thought 'let's have a look for a better way of doing this.' I then thought about the option of facilitating sales between designers and customers."

The initial response to the Little Black Dress Empire was "fantastic" Juliette says.

"We launched with 10 designers and have been live for three months. We've had really positive feedback."

Fashion hasn't always been on Juliette's radar. She worked for ATSIC in Sydney and this allowed her to reconnect with her heritage.

"I'm a proud Aboriginal woman. My father was Aboriginal but I was brought up by my mother who is white. It was always in my heart and a calling. At ATSIC people knew the Knoxes and where I was from."

Reconnecting with her culture meant a trip back to Narrabri to her roots. "Before that I travelled all over the world to learn about Indigenous cultures."

"When I came back from overseas I didn't want to go back to an office job. You only get one life and you have to get the most out of it. I'm aiming to get The Little Black Dress Empire into such a position that I will have time to surf, fish and travel eventually."

With interest in The Little Black Dress Empire being generated from around the world and Australian and international designers approaching her, Juliette is on her way to achieving her business and personal goals.

"I have some simple advice for other Aboriginal and Torres Strait Islander peoples wanting to start their own businesses and that is what you put into something, is what you'll get out of it. You have to do the hard yards, it's exhausting but rewarding," she says. "You also need to decide what you want to achieve and never lose sight of it. If you can't see a way then find another way. I really think that nothing is going to stop me."

**You only get one life and you have to get the most out of it.**

To shop at The Little Black Dress Empire go to [www.tlbde.com](http://www.tlbde.com)



Juliette Knox originally comes from Narrabri in northern NSW.

She runs an online clothing company called The Little Black Dress Empire, which she started two years ago.

**Read Online Empire on page 9**

## **ACTIVITY 1 UNDERSTANDING WHAT YOU READ**

There are three levels of comprehension questions:

**Level 1** – Literal. The answer is located in one sentence in the text.

**Level 2** – Inferred or Interpretive. You need to make links between sentences and graphics (such as illustrations, maps and tables) and what you already know.

**Level 3** – Applied. The answer is in your background knowledge, what you already know or feel.

### **1. List some reasons that Juliette started her online business. (inferred)**

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### **2. What advice does Juliette have for others wanting to start their own business? (inferred)**

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### **3. What is the overall purpose of this report? (applied)**

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## ACTIVITY 2 LANGUAGE CONVENTIONS – SPELLING

The spelling mistakes in these sentences have been underlined.

**Write the correct spelling for each word in the box.**

1. Juliette stocks special ocassion black dresses.

2. Every girl definatly needs to have a black dress.

Each sentence has one word that is incorrect.

**Write the correct spelling of the word in the box.**

1. She had a good idea for her **bizness**.

2. It did not need to be a **physacil** store.



## ACTIVITY 3 LANGUAGE CONVENTIONS – GRAMMAR

Shade one bubble.

### 1. Which words are all adverbs?

- ☐ distantly, loudly, sweetly
- ☐ falling, swimming, surfing
- ☐ therefore, whenever, however
- ☐ important, widespread, unexpected

### 2. Some sentences below include a cause and effect.

Which sentence contains only an effect?

- ☐ This is due to the popularity of little black dresses.
- ☐ The demand for little black dresses was high.
- ☐ Owing to the high demand, supplies sold out.
- ☐ On account of the difficulty in getting the stock, people lost interest.



## ACTIVITY 4 LANGUAGE CONVENTIONS – PUNCTUATION

Shade one bubble.

1. An apostrophe has been left out of this sentence.

Where does the missing apostrophe go?

Juliette s long term plans are to surf, fish and travel to different countrie s.

☐☐☐

2. What punctuation is missing from the end of this sentence?

What has made her business so popular ☐

☐

full stop (.)

☐

question mark (?)

☐

ellipsis points (...)

☐

exclamation mark (!)

## ACTIVITY 5 WRITING AN EXPOSITION

An Exposition is a type of ARGUMENT that states one point of view about an issue.

Argument type	Social purpose	Stages	Phases
Exposition	Argues one point of view about an issue	<b>Thesis</b>  <b>Arguments</b>    <b>Restatement</b>	<b>preview</b>  <b>evidence</b> <b>statistics</b> <b>quotes</b> <b>examples</b> <b>elaborations</b>  <b>review</b> <b>conclusions</b>



**Which products would you sell in an online business?**



Write an EXPOSITION to argue your reasons.

Think about:

- examples, statistics, elaborations and other evidence to support your ideas.

Remember to:

- research your topic and plan your writing
- choose your arguments carefully
- give reasons for your arguments
- give examples to support your arguments
- write in sentences
- pay attention to your spelling and punctuation
- use a new paragraph for each new idea
- choose your words carefully to convince a reader of your opinions
- check and edit your writing so that it is clear for a reader.