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theStyleID – GUIDELINES
for obtaining purchasing authorization and the issuance of the theStyleID

1. Purpose of the Guidelines
These guidelines provide information on the requirements for obtaining purchasing authorization and applying for the theStyleID. They constitute a binding basis for all applicants.

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2. Proof of Industry Affiliation
For verification, suitable documents must be submitted clearly demonstrating that the business trades in textiles or home furnishings (clothing, footwear, accessories, leather goods, sporting goods, or home and living products).

Acceptable supporting documents:
- Business registration / extract from the commercial register
- Lease agreement or extract from the land register
- Photograph of the retail premises or online shop homepage
- Copies of invoices from the last 3 months
- Itinerant trading licence + stall receipts (for mobile retail)
- Other suitable supporting documents

Industry sectors:
- Clothing (womenswear, menswear, children's wear)
- Footwear
- Accessories
- Leather goods
- Sporting goods
- Home & Living

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3. Requirements for Retail Premises or Online Shops

A) Brick-and-mortar retail
Purchasing is only permitted if commercial retail premises are available:
- Separate from the residence
- Opening hours customary in the industry
- At least one shop window
- Proof through business registration + lease agreement
- For owned premises: extract from the land register + photograph of the shop

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B) Online retail
The following evidence is required for online retailers operating their own online shop or selling through online marketplaces:

Own online shop
- Proof of domain ownership
- Legal notice on the website stating the company name and tax number
- Link to / screenshot of the product range

Online marketplaces
- Extract / screenshot of the seller dashboard showing company name and seller ID
- Link to the public seller profile

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4. Purchases by Employees
If an employee of the company wishes to make purchases, **written authorization from the company** confirming the employee's purchasing entitlement must be submitted.

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5. Day Passes and Application for the theStyleID
After submission of the verification form, **day passes may be issued for up to 3 months**. Once the minimum purchase volume has been demonstrated, a theStyleID valid for 24 months may be applied for.

Minimum purchase volumes for the theStyleID
- Specialist textile retailers: **EUR 7,500 net**
- Specialist accessories retailers: **EUR 3,000 net**

Proof must be provided by invoices from the last 3 months. The origin of the goods is irrelevant. An immediate application is possible if the required proof is already available.

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6. Use of the theStyleID
The theStyleID entitles the cardholder to visit fashion centers, trade fairs and events, provided that the relevant agreements are in place.
- Access to participating fashion centers
- One permanently employed accompanying person authorized per visit
- The theStyleID is **non-transferable**
- An official photographic ID may be requested
- Purchases for personal use are prohibited
- Changes to the information provided must be reported without delay
- Loss of the card must be reported immediately
- The card must be returned if the business is sold or closed

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