

# HOW A FASHION BRAND AND A COMEDIAN REFRAMED AUSTRALIA'S VIEW OF YOUTH HOMELESSNESS

## THE PROBLEM

Everyone's life on social media seems perfect. But life isn't perfect. The reality is more than 100,000 Australians are homeless. And 40% of those are aged 25 and under. By attempting to frame out this reality, we create an invisible homeless population. Social enterprise fashion brand HoMie, who donate 100% of their profits to youth homelessness charities, needed to do something to get this issue on to Australia's radar in time for Youth Homelessness Matters Day.

## THE SOLUTION

One of Australia's most popular comedians Tommy Little began posting a series of raunchy snaps to his Instagram account in an attempt to #beamodel. These modelling shots were completely out of character for Little, so they immediately garnered a lot of attention.

The series received 120,000+ likes in just ten days, widespread media attention, and multiple parodies by other comedians. As a bonus, Tommy's mum called him "a knob."

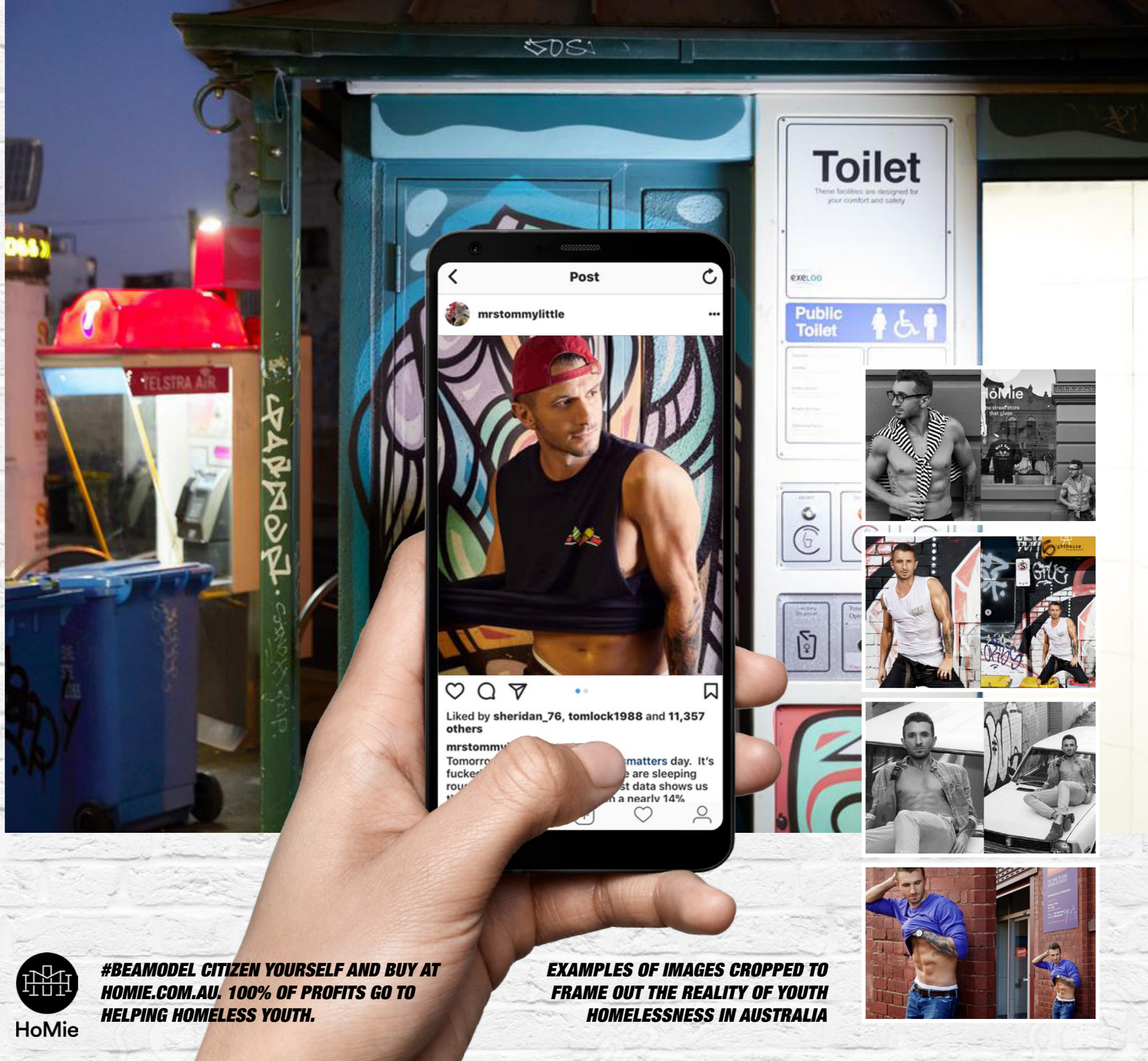
Then, on the eve of Youth Homelessness Matters Day, in a ten-minute feature story on Australia's national news program, The Project, Little revealed the full picture: each image had been cropped to frame out reality.

He was in fact posing in front of street toilets, homeless crisis centres such as YSAS, Launch Housing, and the Ladder Foundation, on top of a car that some youth have to sleep in, on a couch to illustrate how thousands of youth couch surf at night, and at the HoMie store, showing Australia the reality that is all too easy to ignore. In each photo, he was of course wearing HoMie clothes.

The now uncropped images were then uploaded to Instagram with a link to buy the HoMie clothes, and to donate to the featured youth homeless charities, as Little encouraged his audience to #beamodel citizen and support HoMie.

## THE RESULTS:

That night, HoMie sold \$105,000+ worth of clothing. Usually, they have online sales of \$6,000 a month. That's a 52,500% increase over a regular day. More than 200,000+ likes on Instagram combined across the two week period.



**#BEAMODEL CITIZEN YOURSELF AND BUY AT HOMIE.COM.AU. 100% OF PROFITS GO TO HELPING HOMELESS YOUTH.**

**EXAMPLES OF IMAGES CROPPED TO FRAME OUT THE REALITY OF YOUTH HOMELESSNESS IN AUSTRALIA**