



For Fashion Lover hungry for taking a closer look at the full value chain and hoping to support the Sales and Marketing functions of a new start-up denim fashion platform! This is your golden ticket!

Company Name - IDG Company Limited

Post / Position: Sales and Marketing Assistant (6 months project-based freelancer)

For student or graduate: Graduate; at least 2 years of work experience

Location: flexible work style (work from home; with regular meeting in HK office)

Job Description / Responsibility: Support the early-stage fashion designer incubation program on developing marketing assets, e-commerce and sales materials.

Job Responsibilities: this is a up to 6-month project-based opportunities to support the program lead in developing a pilot programme working with a group of local designers. This unique role will focus on sales and marketing – to promote the newly established fashion platform made for Hong Kong; meanwhile, you may also get your feet wet in working with a real denim factory located in Zhongshan, China.

Salary and Fringe Benefits:

Freelance job package with HKD 8,000 to 12,000 per month
(0.4 full-time equivalent (FTE) estimate. 14 hours per week)

No. of Vacancies: 1 freelance position

Requirements: basic knowledge on fashion design, and keen on expanding the hand-on experience on business operations for the full value chain especially on sales and marketing functions, after the MVP has been developed.

Additional Information: this is a unique and valuable learning opportunity for future fashion business owner who is willing to work in agile, startup model. The candidate must be interested in contributing on the full business spectrum, across fashion design, production, sales and marketing, with passion in denim fashion business.

Please contact: Tammy Liu

Email address: tammy.liu@idgfutur.com

Closing Date: Sept 30, 2026

Specific job scope working hand in hand with experienced industry expert:

- 1) implement AW 2026 model shooting in Zhongshan China - leveraging the denim factory facilities. This is a unique experience you cannot find elsewhere!
- 2) prepare 360 marketing assets - from model shots, product image, graphic design to copy writing. Get a real test of holistic marketing, ensure the product hits commercial appetite!
- 3) set up e-commerce – building the platform structure all the way to testing the daily operation. It is the essential skill all business owners will need nowadays
- 4) assist in sales activities – contributing to the revenue generating process - from visual merchandising to daily administrative work. If you want to see how a young collection generates the first bucket of profit, this is the moment!