



PositiveHug

AFFILIATE PACK

Last updated: March 2026



Hi, Welcome to PositiveHug!

PositiveHug® is the go-to brand for emotionally intelligent, thoughtful, pink-loving, kind, ambitious women for cosy streetwear & gifts. Our collections are designed to uplift, motivate, comfort, encourage and spread kindness, self-love, positivity and self-worth to others. From empowering affirmations to playful feel-good quotes for daily mindset resets.

PositiveHug was founded by Michelle Summers in 2025, a personal stylist and style coach, self-kindness advocate, handbag lover and a true believer in authentic personal style and the power of positive words

PositiveHug is a UK-based small business with year-round gifting appeal.

We use global printing facilities and ship worldwide.



Website: <https://positivehug.co> **Affiliate Registration Form:** [affiliates.positivehug.co/register](https://positivehug.co/register)



About PositiveHug



PositiveHug creates meaningful clothing and gifts with kind words, uplifting and motivational messages. From self-love affirmations to social kindness and bright positivity pieces, our feel-good designs support confidence, self-worth and everyday joy. UK-based, worn worldwide

PositiveHug is for emotionally intelligent, expressive, colour-loving women who believe women should be bold, visible and celebrated.

Our customers are:

- Thoughtful gift-givers who use small gestures to create real connection
- Women who prioritise self-kindness and love visible reminders of encouragement
- Confident, optimistic, determined and kind-hearted women
- Energy-led shoppers drawn to bold, joyful brands
- Proud supporters of female-led businesses

They don't just buy products... they buy emotional impact - for others and for themselves.





OUR MISSION IS SIMPLE...

To create wearable reminders that help people feel supported, empowered, and a little less alone. To gently challenge negative self-talk. To spread self-love and social kindness in ways that feel natural, subtle, and real.

Each collection reflects different expressions of positivity, from calm simplicity to joyful colour, because no two people (or journeys) are the same.

PositiveHug is more than clothing.

It's a reminder that you matter.

And that small acts of social kindness can ripple further than we ever see.



Our Products



Products:

- T-Shirts
- Sweatshirts
- Hoodies
- Mugs/ Drinkwear
- Bags
- Mobile Phone Cases

Best Sellers; Mugs & T-Shirts

Price Range: £10 - £111

Perfect For:

- Birthdays
- Care packages
- Random acts of kindness
- Self-care moments

Why Customers Love Them

- Meaningful but affordable
- Instagrammable
- Emotionally relatable
- Easy gifting





OUR Audience

PositiveHug speaks to emotionally intelligent, expressive women who believe kindness should be bold, visible and part of everyday life.



Demographic:

- UK, US & AU -based audience
- Core age range: 25–45
- Predominantly female
- Emotion-led shoppers
- Gift buyers + self-purchasers

Why Our Audience Converts Well:

- Emotion-led purchases
- Year-round gifting appeal
- Affordable impulse-friendly pricing
- Strong seasonal peaks (Mother's Day, Christmas, birthdays)
- Highly shareable aesthetic

Psychographics:

- Express their emotions openly
- Love colour, energy and joyful aesthetics
- Buy with intention, not impulse trends
- Believe small gestures create real impact
- Support independent UK brands
- Share feel-good, uplifting content
- Value confidence + kindness equally





Audience breakdown by collection

Self-Kindness Collection

For women who:

- Prioritise their own emotional wellbeing
- Want visible reminders of encouragement
- Believe confidence and kindness go together
- Buy positivity for themselves without guilt

These customers resonate with:

Empowerment

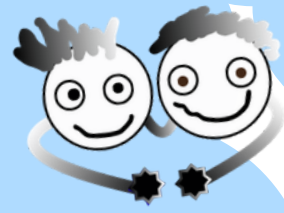
Affirmation

Main-character energy

Visible self-belief

Very Elle Woods. Very 2023 Barbie.





Audience breakdown by collection

Social Kindness Collection

For women who:

- Use small gestures to strengthen relationships
- Love “just because” gifting
- Send encouragement without needing an occasion
- Value emotional connection deeply

This appeals to:

Thoughtful communicators
Emotionally aware gift-givers
Connection-first buyers





Audience breakdown by collection

Bright Positivity Collection

For women who:

- Are naturally optimistic
- Love bold colour and joyful design
- Share uplifting energy online and offline
- See positivity as a personality trait

These customers buy because:

It reflects who they already are
It amplifies their brightness





Audience breakdown by collection

Thoughtful Bitter Collection

This range expands audience reach whilst maintaining the brand's purpose

For women buying for:

- Partners
- Brothers
- Sons
- Male friends
- Hard-to-buy-for men

These customers:

- Want meaningful gifts that aren't cheesy
- Appreciate emotional depth without being overly sentimental
- Value connection but keep it grounded



Affiliate Commission & Benefits

Commission

- 10% commission on every completed sale
- Calculated on the product total (after VAT)
- Shipping costs excluded
- No cap on earnings
- You will need to purchase your own products to promote (unless otherwise advised)

Simple. Transparent.

Your Exclusive Discount Code

Every affiliate receives:

- A unique 10% discount code for your audience
- Trackable link + personal dashboard
- Easy sharing across Instagram, TikTok, blog & email

Your audience saves. You earn. Everyone wins.

Your Affiliate Portal

Powered by Affilitrak.

You'll have access to your own secure dashboard where you can:

- Track clicks
- Monitor sales
- View commission earnings
- Access your referral link
- See performance in real time

Full visibility. No guessing.

Payment Details

- Commissions paid monthly
- Payments sent on the 1st of each month
- Paid securely via PayPal

Reliable. On time. Straightforward



Thank
You