



Kablooie Store Media Kit

- Kablooie is a micro fashion label, created, owned and run by Keneena Fanning, in Brisbane Queensland.
- Kablooie is all about big bold colourful fashion, and quirky, oversized designs. This growing designer brand has a strong focus on making sustainable fashion FUN and reflecting our unique Queensland and Australian way of life through clothing.
- Kablooie Clothing is designed to make you deep down happy, with colourful clothes that reflect your unique personality. Fabulous fashion should be accessible to everybody, and this is reflected in Kablooie's extensive size range, from 4 – 24.
- Keneena loves to feature local designers on fabric, and has put an increasing focus on collaborating with surface patterns designers, including Ellie Whittaker (totally a favourite!) to create unique fabrics exclusive to Kablooie Store.
- Kablooie's full, made to order range can be found exclusively through the online store at www.kablooiestore.com.au . As well as the official collections Keneena also indulges a love of unique and fun pieces through the Kablooie private Facebook shopping group, a highly popular shopping club where members have the chance to own one of a kind and limited edition pieces unavailable on the website.
- Kablooie also has a small handpicked range of accessories, ready made by other Australian businesses, to complement the clothing range.
- Pricing for adultwear starts from \$115 – up to approximately \$200. Kablooie pieces are handcut and sewn in Australia, with exclusive designer fabric printed via Nerida Hansen Textiles.

How to get in contact:

Owner/Designer/Creator: Keneena Fanning 0403508436

Mount Gravatt East, Queensland, Australia

hello@kablooiestore.com.au

@kablooiestore on Instagram, Facebook and Pinterest.



More about Kablooiie Store

Kablooiie Store is a micro fashion label, entirely handmade (hand cut, machine sewn to order). It started as a small Etsy store selling small girl's skirts in mid 2015, and now operates from an independent website - with a range spanning primarily women's fashion and accessories.

In a world of monochrome and pastels, Kablooiie Store stands out from the crowd with a look that is unashamedly addicted to full strength colour, and quirky, fun fashion.

In 2016, Kablooiie Store opened as an online store (www.kablooiestore.com.au), with a blog and a VIP club for loyal customers and followers.



Keneena Fanning - Bio.

Lover of colour, words, puns, pattern clash and donuts. Definitely not a perfectionist. Keneena Fanning is the sole creator, maker and doer at Kablooie Store, her micro fashion label full of big bold happy pieces. Kablooie Store's vision? To create fun fashion pieces that look fabulous, and make you feel deep-down happy!

A wife and mum of three, Keneena has worked previously in economics, strategic financing, and project management, and holds a business degree in economics and resources management.



True story.

Now, in between dreaming up new colour clashes, designing and managing her collection of fabulous fashion, and working with a growing local team of superstars, Keneena finds joy in the happy chaos of family and church life, loves to exercise and dreams of one day doing one handed pushups. Followed by a pepperoni pizza.