



HERE WE **FLO** CORE VALUES

AUTHENTIC SELF IS THE ONLY SELF

Communicate honestly with your fellow FLO babes, operate as transparently as possible as a business, and always bring your whole wonderful self to work, because this is a safe space.

KINDNESS IS KWEEN

In all things we are soft on the person and tough on the problem. Kindness to your fellow FLO babes, yourself (we are all about self-care!), and to our customers and community is an essential element to our special sauce as a brand.

FUNNY. FEMINIST. FIERCE.

We bring a sense of humour, cheekiness and fun to everything we do and every product we make because it is as essential to team happiness as it is to the success of the business. There are many weapons one can choose to defeat the patriarchy, ours just happens to be humour.

OWN THIS SHIT!

We get shit done. We do everything with a sense of ownership, because every one actually owns a bit of the business. And while we face our challenges head on, and encourage calling out problems where they arise, we keep a solutions-focused mindset, so that we are learning from our mistakes and using them to make us smarter and stronger.

SUPPORT & SPEAK UP

We strive to be inclusive in word and deed, accountable to our team and to our community and customers. We have the moral courage to use our platform to support and amplify voices of diverse and marginalised people, even when it isn't the popular thing to do. A spirit of service and giving back is core to who we are as a team and as a company.