

# wicker darling

PRESS KIT





## ABOUT WICKER DARLING

# Company Profile

Wicker Darling designs and markets a range of unique novelty and figural wicker handbags to the Australian and international markets.

Founded in 2018 by Melbourne designer and business woman Jasmine Norrie, Wicker Darling is a small business with a devoted international following of fans who love irreverent fashion and which stands out from the crowd. Ms Norrie is on target to make Wicker Darling the global first-choice brand for novelty and figural wicker handbags.

Wicker Darling was born from a very specific desire for a wicker flamingo bag. A long term collector of novelty and wicker bags, Jasmine was unable to find a wicker flamingo to add to her collection.

Jasmine wondered if she might be able to design one herself. Nearly a year passed between the conception of the idea and hands-on final product, but the immediate popularity of the design demonstrated Jasmine wasn't alone in her love of colourful, ridiculous statement handbags!

Wicker Darling offers local - and international! - customers new and original designs in limited, exclusive numbers, showcasing the craftsmanship of select Filipino ateliers, whilst appealing to the inherently playful fashion sensibilities of her customer base.

A huge believer in supporting other small businesses, and as a burgeoning advocate for slow fashion, Jasmine has chosen to work with as many small (preferably female owned and run) businesses as possible; from her accountant, business analyst and production manager, to the two female-owned and run ateliers who produce the final product. Both ateliers have been selected for their dedication to providing fair employment to locals, marginalised people, and microbusinesses in their respective communities.

For Press opportunities

[info@wickerdarling.com](mailto:info@wickerdarling.com)





## ABOUT THE FOUNDER

# Jasmine Norrie

Business owner and bag designer Jasmine Norrie has been a pin-up fashion enthusiast and wicker bag collector of over 15 years, however her love of colour and novelty fashion dates back to a childhood spent handcrafting Barbie clothing from fabric scraps and stapling together elaborately illustrated paper handbags for her mother.

With degrees in medieval history and criminology, Jasmine's business and design skills are entirely self-taught and intuitive: Jasmine has fostered a personal connection with her customer base through her hands-on approach to social media. Many of her most popular designs have been born from tongue in cheek 'wouldn't it be funny ...?' and 'what if ...?' moments exchanged in Instagram comments.

Jasmine believes wholeheartedly in the importance of community and small business, and in particular, supporting other women in business.

As such, she has chosen to work with as many small (preferably female owned and run) businesses as possible; from her accountant, business analyst and production manager, to the two female-owned and run ateliers who produce the final product.

For Press opportunities with Jasmine

[info@wickerdarling.com](mailto:info@wickerdarling.com)

WANT TO INTERVIEW JASMINE?

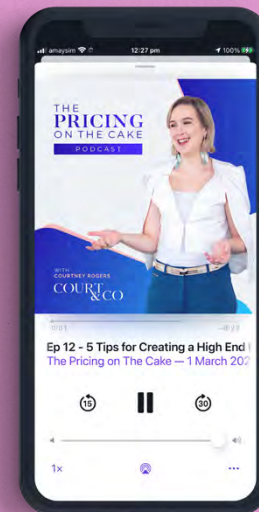
# Podcasts

As the founder of Wicker Darling, Jasmine Norrie has built her business from the ground up. With a Masters degree in medieval history, and no formal business training or experience, Jasmine has relied on her intuition and intimate knowledge of her customer base to take her business from start up to where it is now.

Jasmine is an advocate for supporting small, female-helmed businesses; whether they're in the retail and design sphere like her, or service providers such as accountants, graphic designers and other consultants. As such, she frequently collaborates or chooses to consult with other business women and spotlights their work to her 57k strong Instagram audience.

## Suggested interview topics

- Intuitive business growth
- Starting a business with minimal-to-no business experience
- Moving from cost pricing to value pricing
- Choosing to delegate/work/collaborate with other professionals over DIY
- E-commerce business growth
- E-commerce startup
- Entrepreneurship
- Women in business



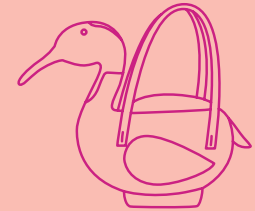


# How we create

## THE WICKER DARLING PROCESS



Designed  
in Melbourne



Crafted and perfected  
in the Philippines



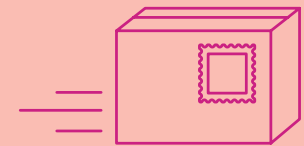
Preorders open  
worldwide



Handmade production  
commences in the  
Philippines



Shipped to Australia  
for postage and packing



Received with love  
by our customers

FLAMBOYANT  
*flamingos*

(Top) Flamingo Montoya, (Bottom) Flamenco, (Left) Chile





(Left) Annie the Anniversary Flamingo, (Right) Florence the Coin Purse



(Left) Wally the Wombat, (Right) Platy-purse the Platypus



BOUNCING *Bunnies*



(Left) Easter the Rabbit, (Right) Harvey the Rabbit

(Top) Mary the Triceratops, (Bottom) Joan the Triceratops, (Left) Patricia the Triceratops





(Left) Charlotte Bronte-Saurus, (Right) Emily Bronte-Saurus

(Left) Benedict the Triceratops Coin Purse, (Right) Bramwell the Brontosaurus Coin Purse.





*flock*

FANTASTIC

(Top) Gary the Major Mitchell, (Bottom) Iva the Cockatoo, (Right) Pelican Bill





(Left) Lat Wren Bagall the Fairy Wren (Top) Tallulah the Toucan, (Bottom) Percy the Peacock



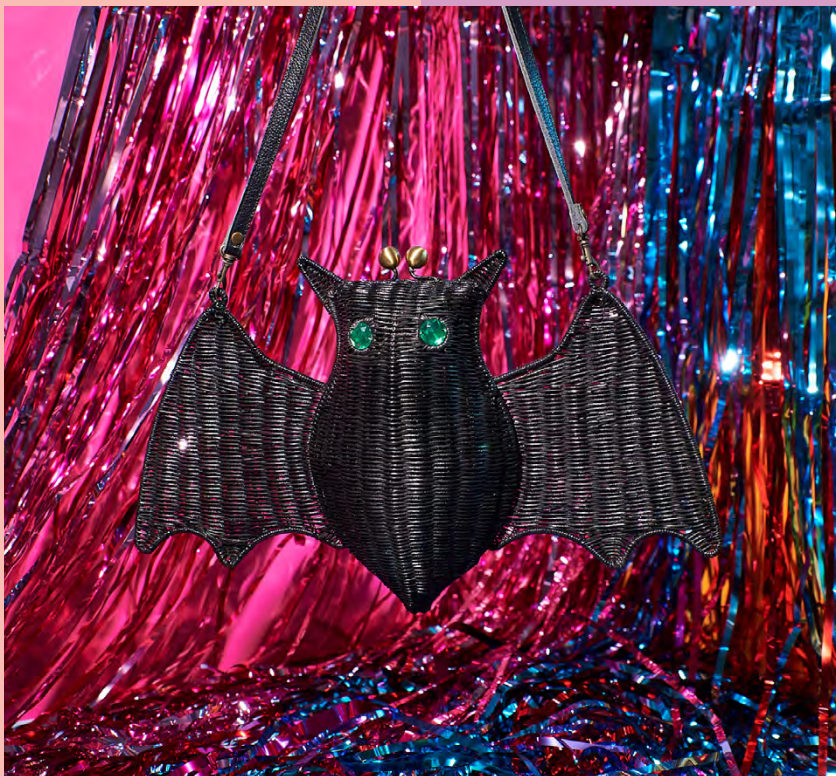
(Top) Fineapple the Pineapple, (Bottom) Mini Lemon Satchel, (Right) Water-Melon





(Left) Tropical Bird Scarf, (Right) Lemon Silk Scarf

(Top) Moby Wick the Whale, (Bottom) Batholomew the Bat, (Right) Bubbles the Fish





(Left) Brutus the Shark, (Right) Marcus the Sharkus

UNBELIEVABLE  
*Unicorns*

(Top) Victoria the Unicorn (Bottom) Viv the Unicorn, (Left) P=Victor the Unicorn





(Left) Oscar the Cat, (Right) Armel the Cat

(Top) Fortuna the Cat Coin Purse, (Bottom) Vince the Cat, (Right) Orangey the Cat







(Top) Salumi the Sausage Dog Coin Purse, (Bottom) Scottie the Scottish Terrier Coin Purse., (Right) Morris the Scottish Terrier





(Left) Hippolyta the Hippo, (Right) Pegasus the Flying Pig

LOVELY *Llamas*



(Left) Lola the Llama, (Right) Midori the Llama



Embroidered Clutch Collection





Branded Tote Bags

Model/ Styling: Nathaly AKA La Casa De Flores  
Photography: Jackie Lynn



## Our Community

The Wicker Darling customer base functions more like a community, than a commercial group with a single product in common. These colourful souls come from all walks of life, and share core values held by Wicker Darling:

- **Inclusivity** - people are celebrated for who they are
- **Irreverence** - because life's too short to take it too seriously!
- **Kindness** - the love and support from the Wicker Darling family is what makes this more than just a brand, but a community

And of course, **fun!**





Wicker Darling High Tea





# Find Us

Instagram: [@wickerdarling](#)

Facebook: [facebook.com/wickerdarling](#)

Website: [wickerdarling.com](#)

General Enquiries: [info@wickerdarling.com](#)



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