



Kablooie Store Media Kit

- Kablooie Store is a micro fashion label, created, owned and run by Keneena Fanning, from Brisbane QLD.
- 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.
- Keneena loves to feature local designers in her work, 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.
- In 2018, Kablooie is also expanding to include designers and makers, who agree to create fabulous, limited edition accessories to complement each designer range.
- Kablooie store offers made to order pieces in sizes 6 – 22 for ladies, and sizes 1 – 10 for kids through its online store www.kablooiestore.com.au
- Pricing for kidswear starts from \$30 to \$60- and pricing for adultwear starts from \$65 up to \$164.
- Kablooie pieces are made in Australia, with designer fabric printed on ethically sourced cotton in Melbourne and sewn in Brisbane.

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More about Kablooie Store

Kablooie 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 ladies skirts, tops and dresses, and children's wear.

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



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

Kablooie Store is a fashion label for the bold, the bright and the fabulous! I source fabric with big, vibrant and often quirky designs and patterns for my handmade creations, often searching for months before discovering the perfect Kablooie look.

In January 2017, in search of the perfect fabric, I collaborated with established surface pattern designer, Ellie Whittaker, to create the first exclusive fabric for Kablooie Store. Designed and printed in Australia on

ethically sourced cotton (at Next State Pint, Melbourne), the Bananas for Mangoes collection has been embraced wholeheartedly by Kablooie Store fans.

Now that Ellie has brought my vision to life through fabric, it's everything I imagined - a fun, vibrant oversized design that reflects the quirky fabulousness I love - with a big nod to Queensland!

Kablooie Store has now launched several more Designer ranges, including the wildly popular DECK THE PRAWNS christmas fabric, which sold out multiple times.



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 for you and your child 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, sewing and packing orders, and snapping flatlays, 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.