

brave+true

every woman



Our Brand Story.

The Brave+True label is imbued with the essence of adventure and discovery, but also the personal quest to be courageous and express yourself through your own style.

Combining a timeless design aesthetic, striking modern silhouettes, custom fabrics and a contemporary colour palette; the brand delivers versatile and classic styles perfect for every occasion.

Founded in 2012, the Brave+True label now delivers collections to over 500 boutiques and major department stores across Australia, New Zealand, USA and South Africa.





The Woman Behind The Brand.

Rayna Hooper, our Creative Director and Founder, has always felt like a citizen of the globe. In 2009, taking what felt like the natural path to follow, she launched The Holiday Collective and a carefully curated group of lifestyle labels.

Embarking on a whirlwind life of international roaming and designing - Brave + True was introduced to the collective in 2012.

Rayna spends her time traversing the world - from the quaint French countryside, to the bustling alleyways of India and our city based Australian offices.

She is constantly sourcing new places of interest and meeting incredible women along the way, inspiring her to carry on the Brave+True journey.







Our every woman concept.

In 2019 we launched our every woman campaign, which emphasises that our collections are made for every day, every night, every age, every style, every size, every occasion and every woman.

This motto carries through with each new collection we design.

We believe in women, their spirit, their beauty and their unstoppable capacity to carry on.

Brave+True





Get In Touch.

Brave+True

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A woman with long, wavy brown hair is sitting on a sandy beach. She is wearing a mustard yellow, off-the-shoulder, long-sleeved dress with a gathered waist and ruffled hem. She is looking directly at the camera with a slight smile. Her right hand is resting on her head, and her left hand is resting on her lap. She is wearing a ring on her left ring finger and a white, shell-like bracelet on her left wrist. The background is a blurred view of the beach and ocean.

A label for lovers,
adventurers, seekers
and believers.

talisman
BRAND BOOK

Our Brand Story

Light-hearted and carefree, the Talisman brand transcends generations, drawing upon expressions of colour, print and the eclectic form.

A free spirit, the Talisman woman travels the globe in search of undiscovered places, thought-provoking festivals and other gypset souls like her own.

Our Talisman brand evokes the modern bohemian lifestyle. With adorned, vibrant colour palettes and hand-printed and embroidered fabrics, each piece is unique and a cherished companion through sun-soaked adventures and long nights spent under the stars.

Designed in sunny Australia and created to embody our travels across the globe.





Our Brand Identity

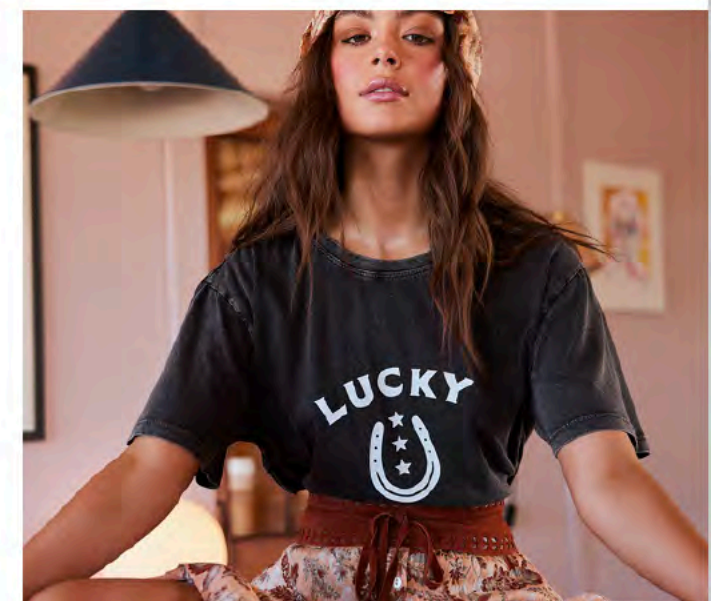
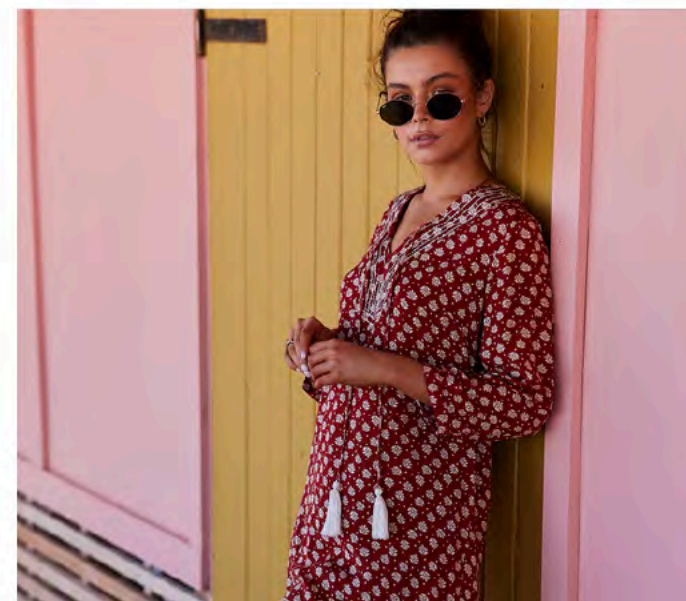
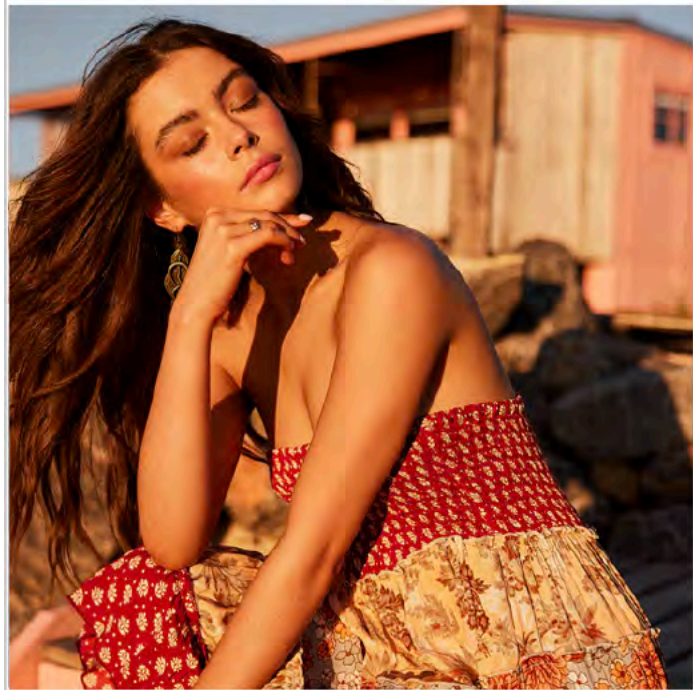
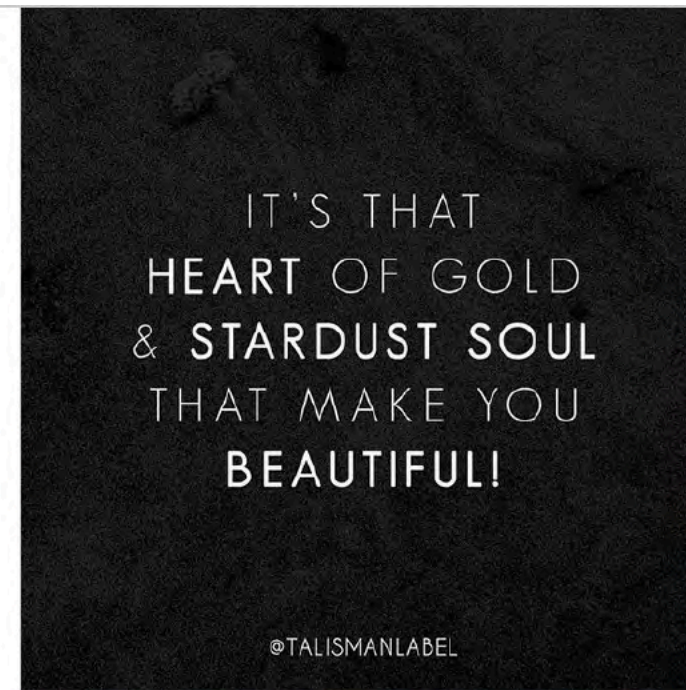
The brand delivers a strong identity across multiple social media platforms.

With a focus on the uniqueness of our label - you'll be taken on a visual journey of our daily inspirations, from our home base in Australia to our travels around the world. Always celebrating the gypset souls across the globe who connect with our views and values.

We continue to collaborate with some of the industries most celebrated bloggers, influencers, models and fashion photographers to deliver a constant stream of product driven content that is fresh and exciting.

@TALISMANLABEL

#staywild





Our Creative Director and Founder

The woman behind the Talisman Label, Rayna Hooper has always felt like a citizen of the globe and taking on a whirlwind life of international roaming.

Drawing on her very successful design career in apparel, textiles, and visionary retail projects - the adventure was born.

She spends her time between the busy and colourfull alleyways in India, European daliances and the inspirational coastlines of our Australia based offices.

Like our Talisman mantra, she is a lover, adventurer, seeker and believer.







Our Brand Vision

Our vision is to be the talisman for the lovers, adventurers, seekers and believers out there - the lucky charm and inspiration for all.

Today the Talisman label can be found in over 600 stores, online retailers and boutiques across Australia and New Zealand. In the USA we supply over 350 boutiques including Sundance and upscale American department store chain Dillard's.

Like the intrepid Talisman woman our mission is to continue to travel, grow and introduce the brand to women all over the world who seek out unique and beautifully hand-crafted pieces that express their free-spirit and can be cherished and worn for years to come.

Get In Touch Talisman

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Follow us @braveandtruelabel

