
WILDERLY
A/W 2026-27 LOOKBOOK

OUR STORY

Hi, I'm Faye.



I'm the founder of Wilderly. I started my business in my garage in 2020, with a two-year-old at my feet. I'd just left my corporate job and wanted to find joy in my work again, so I started a fashion label full of colour.

As a mum of two, I have to get outside every day, rain or shine. I wanted a raincoat that made those grey days feel brighter, and Wilderly was born.

Our raincoats are wearable art, featuring artwork by female artists, and fully waterproof. Your customers will love wearing them for school runs, dog walks, and travel adventures, whatever the weather.

"WILDERLY REIMAGINES
OUTERWEAR TO EMBRACE
INDIVIDUALITY AND ADVENTURE,
RAIN OR SHINE".
-**FAYE TAN**





OUR STORY

Our raincoats have won Best Raincoat at the Prevention Australia Health & Fitness Awards and Best Sustainable Womenswear at the Clean + Conscious Awards. We have over 3000 five-star reviews and are stocked by a growing number of boutiques, garden centres and gift shops across Australia, NZ and the UK.



We launched online in the UK in 2026, and our stock is now held in a UK warehouse. Now we're looking for more stockists across the UK, New Zealand and beyond.

We'd love to welcome you to the Wilderly family and help you bring a little more joy to your community.

Faye Tan
Founder, Wilderly







Exclusive artwork by female Australian artists.

Eco-friendly production. Fabric made from recycled PET.

Award-Winning Raincoats

THE WILDERLY DIFFERENCE

Thoughtful Details



Adjustable Hood



Elasticated cuffs & zipped pockets



Fully lined & Breathable



Waterproofed Zips + Seams

XS-6XL
Inclusive sizing

10,000mm+
Waterproof rating

~40 Recycled
Bottles in every coat!

3000+
5 star Reviews



Raincoats that sell themselves!

★★★★★

We've been stocking these raincoats for a few seasons now and they are a customer favourite! The bright colours always catch attention in store, and customers love hearing the stories behind the artists. The inclusive sizing is the icing on the cake. Also the incredible product photography provided make these coats feel like they sell themselves!

Queen Victoria's Women Centre Shop
Stockist, Melbourne Australia

WILDERLY

Award-Winning Raincoats.
Designed in Australia for Global Adventures.



LONGLINE RAINCOATS

LONGLINE RAINCOATS

A fully waterproof raincoat (rated to 10,000 mm!) in a longline length to finish below the hips. Made ethically from recycled plastic bottles and featuring gorgeous colourful prints by female Australian artists.

KEY FEATURES

- Fully waterproof raincoat with 10,000 mm waterproof-rated outer fabric and fully taped seams
- Two-way waterproof front zip
- Fully lined for all day breathable comfort - not just for rainy days!
- Two side pockets with zip closures
- Adjustable hood with drawstrings
- Finishes below the hips
- Full length sleeves with elasticated cuffs
- Exclusive artwork by female Australian artists
- Fabric: 100% recycled polyester made from recycled plastic bottles

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Size Range : XS - 6XL
RRP: £95.00
W/S: £39.50



Kutopia
LLR-KUT



Electric Leopard
LLR-ELE



Confetti Jewels
LLR-CJE



Coastal Wildflowers
LLR-CWF



Amazon
LLR-AMZ



Rainbow Splatter
LLR-RSP



Rainbow Daisies
LLR-RDA



My Things
LLR-MYT



Leaves & Blooms
LLR-LAB



Connections
LLR-CON



CLASSIC RAINCOATS

CLASSIC RAINCOATS

Our original classic-length raincoat finishes at hip-length for a comfortable waterproof and windproof lightweight layer that can easily be worn throughout the seasons.

Made from premium recycled fabric waterproofed to 10,000mm (suitable for heavy downpours) and featuring gorgeous colourful prints by female Australian artists.

KEY FEATURES

- Fully waterproof raincoat with 10,000 mm waterproof-rated outer fabric, waterproof zips and fully taped seams
- Fully lined for all day breathable comfort - not just for rainy days!
- Two side pockets with zip closures
- Adjustable hood with drawstrings
- Flares out to finish at hips
- Full length sleeves with elasticated cuffs
- Exclusive artwork by female Australian artists
- Fabric: 100% recycled polyester made from recycled plastic bottles

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Size Range : XS - 6XL
RRP: £85.00
W/S: £35.50



Night Polka
CLR-NPO



Rainbow Splatter
CLR-RSP



Confetti Jewels
CLR-CJE



Rainbow Daisies
CLR-RDA


IRIS RAINCOATS

IRIS RAINCOATS

The Iris Raincoat, named for the Greek goddess of the rainbow, brings bold, saturated colour to serious wet-weather protection. Fully waterproof with a 10,000mm rating, with a flattering cinched waist and cut in a longline length that finishes below the hip, it's made ethically from recycled PU fabric in two rich solid colourways: Reef and Electric Violet.

KEY FEATURES

- Fully waterproof raincoat with 10,000 mm waterproof-rated outer fabric and welded seams
- Full snap button storm placket over the two-way waterproof front zip
- Adjustable drawstring waist for a cinched silhouette
- Fully lined for all day breathable comfort - not just for rainy days!
- Two side pockets with zip closures
- Adjustable hood with drawstrings
- Finishes below the hips
- Full length sleeves with elasticated cuffs
- Fabric: 100% Recycled PU

Size Range : XS - 6XL
RRP: £109.00
W/S: £45.50



Reef
PUR-REE



Electric Violet
PUR-EVI


HOODED PUFFER RANGE

HOODED PUFFER RANGE

Brighten even the gloomiest winter days with our colourful puffer range! Made sustainably from recycled plastic bottles and featuring fun colourful art by female Australian artists, these vegan-friendly puffers will keep you warm and cosy all winter long!

KEY FEATURES

- Printed puffer jacket with waterproofed outer fabric
- Two side pockets with zip closures
- Removable hood
- Classic puffer finishes just above the hips with a stylish curved back hem
- Longline puffer finishes above the knee, and has a 2-way front zip and side snap buttons to allow freedom of movement
- Vegan-friendly insulated filling
- Fabric: 100% recycled polyester made from recycled plastic bottles

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Size Range : XS - 6XL

Longline Puffer Jacket
RRP: £179.00
W/S: £74.50



Neon Flow
PUL-NFL



Night Polka
PUL-NPO

Puffer Jacket
RRP: £145.00
W/S: £60.50



Electric Leopard
PUJ-ELE



Matilda
PUJ-MAT

Reversible Puffer Gilet
RRP: £119.00
W/S: £49.50



Neon Flow
PVE-NFL


KIDS RAINCOATS

KIDS RAINCOATS

Our bestselling raincoats are also available in mini sizes and designed with the same high-quality, waterproof and breathable recycled fabric as our adult range!

These colourful kids' raincoats feature a selection of our best-selling gender-inclusive prints and are suitable for all children. They're made for puddle-jumping, playground adventures, and everything in between.

KEY FEATURES

- Fully waterproof raincoat with 10,000 mm waterproof-rated outer fabric, waterproof zips and fully taped seams
- Fully lined for all day breathable comfort - not just for rainy days!
- Two side pockets with zip closures
- Adjustable hood with draw strings
- Finishes below the hips
- Full length sleeves with elasticated cuffs
- Dual sizing: 2-3, 4-5, 6-7, 8-9, 10-11
- Exclusive artwork by female Australian artists
- Fabric: 100% recycled polyester made from recycled plastic bottles

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Size Range : Dual sizing: 2-3, 4-5, 6-7, 8-9, 10-11
RRP: £49.00
W/S: £20.50



Rainbow Warrior
KIR-RWA



My Things
KIR-MYT



Kutopia
KIR-KUT



Rainbow Splatter
KIR-RSP

OUR STOCKISTS

Wilderly by Mama Movement is **proudly stocked by independent boutiques** across Australia, New Zealand and the UK, and our family of stockists is growing every season.

From garden centres and fashion and lifestyle boutiques to gifting stores in popular tourist destinations, our award-winning raincoats are finding a home with retailers who care about quality and standout design.

We don't sell through major retailers, Amazon or other third-party sites, because we believe in supporting small business owners. Our raincoats also hardly ever go on sale, so your customers can buy with confidence and your margins stay protected.

As we continue to expand across the globe, we're excited to partner with more stores **who share our love of colour and the outdoors** and want to offer their customers **something a little different**, whatever the weather.

- Region Exclusivity **(not stocked in every corner store)**
- Proudly supporting Independent Boutiques and retailers **(No Amazon or other third party retailers)**
- Dedicated support from our team



Quirky Bird- Newton Abbot, UK



Ragdale Hall Boutique- Melton Mowbray, UK



Florence & Marabel- Toowoomba, QLD



Nichols Garden Centre- Invercargill, New Zealand

WHOLESALE INFORMATION

All prices in GBP, exclusive of freight. 20% VAT added at invoicing.
Shipped Delivered Duties Paid (DDP) from Kidderminster.
Minimum opening order £600.
To order, email wholesale@mamamovement.com.au



ANY QUESTIONS? GET IN TOUCH!

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