

WILDeRLY

By Mama Movement





WILDERLY

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



Our Story



Mama Movement was **founded in 2020 by an Australian mum** to bring joy and colour into activewear fashion.

Our raincoats quickly became a bestseller, loved for their colourful prints **designed by female Australian artists**, and for their **reliable weatherproofing and breathable performance**.

Made using recycled materials derived from post-consumer plastic bottles, our outerwear is designed with quality and longevity in mind.

Wilderly is the next chapter – a dedicated outerwear brand bringing these **award-winning raincoats** into boutiques and stores worldwide.



Exclusive artwork by female Australian artists.



**Eco-friendly production.
Fabric made from recycled PET.**



Winner - Best Raincoats, Australia's Best of Fitness Awards 2025

Editor's Choice for Eco & Sustainable Product of the Year 2024 (She-Com)

Why Stock Wilderly?

XS-6XL

Inclusive sizing

10,000mm+

Waterproof rating

~40 Recycled

Bottles in every coat!

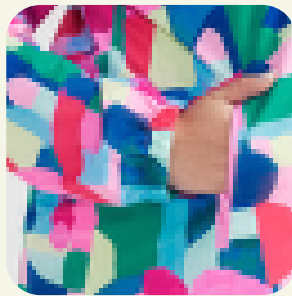
3000+

5-star reviews

Thoughtful Details



Adjustable
Hoods



Elasticated cuffs
& zipped pockets



Fully lined &
Breathable



Waterproofed
seams + zips

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



Check out our gorgeous
product photography!

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
- Sizing : XS - 6XL
- Exclusive artwork by female Australian artists
- Fabric: 100% recycled polyester made from recycled plastic bottles



Electric Leopard
LLR -ELE



Leaves & Blooms
LLR-LAB



Backyard Treasures
LLR-BTR



Kutopia
LLR-KUT



My Things
LLR -MYT



Amazon
LLR-AMZ



**Coastal
WildFlowers**
LLR-CWF

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
- Sizing : XS - 6XL
- Exclusive artwork by female Australian artists
- Fabric: 100% recycled polyester made from recycled plastic bottles



Rainbow Splatter

CLR-RSP

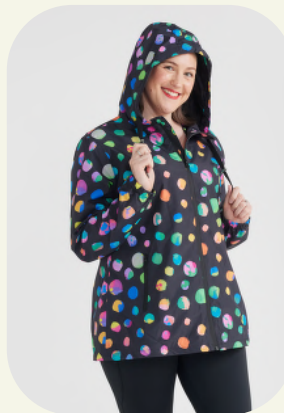
also available in Longline
LLR-RSP



Rainbow Daisies

CLR-RDA

also available in
Longline LLR-RDA



Night Polka

CLR-NPO



Rainbow Warrior

CLR-RWA

Confetti Jewels

CLR-CJE

also available in Longline
LLR-CJE



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



Rainbow Splatter
KIR-RSP



My Things
KIR-MYT



Rainbow Warrior
KIR-RWA



Rainbow Daisies
KIR-RDA



Kutopia
KIR-KUT

Puffer Jackets

Brighten even the gloomiest winter days with our colourful puffer jackets!

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



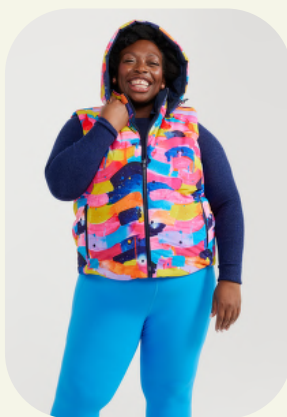
Amazon Kaleidoscope
Cropped Puffer Jacket
PUJ-AMZS



Matilda
Classic Puffer
Jacket
PUJ-MAT



Neon Flow
Longline Puffer
PUL-NFL



Neon Flow
Puffer Vest
PVE-NFL

Night Polka
Longline Puffer
PUL-NPO



ALL RAINCOATS



Electric Leopard
LLR-ELE



Leaves & Blooms
LLR-LAB



Coastal WildFlowers
LLR-CWF



Backyard Treasures
LLR-BTR



My Things
LLR-MYT



Kutopia
LLR-KUT



Rainbow Splatter
LLR-RSP & CLR-RSP



Amazon
LLR-AMZ



Confetti Jewels
CLR-CJE & LLR-CJE



Rainbow Daisies
CLR-RDA & LLR-RDA



Night Polka
CLR-NPO



Rainbow Warrior
CLR-RWA



Kutopia
KIR-KUT



Rainbow Splatter
KIR-RSP



Rainbow Daisies
KIR-RDA



Rainbow Warrior
KIR-RWA

SIZE GUIDE

Body Measurements

Size	AU/UK Size	Bust (cm)	Waist (cm)	Hips (cm)
XS	8	81 - 87	67 - 73	91 - 97
S	10	87 - 93	73 - 79	97 - 103
M	12	93 - 99	79 - 85	103 - 109
L	14	99 - 105	85 - 91	109 - 115
XL	16	105 - 111	91 - 97	115 - 121
2XL	18	111 - 117	97 - 103	121 - 127
3XL	20	117 - 123	103 - 109	127 - 133
4XL	22	123 - 129	109 - 115	133 - 139
5XL	24	129 - 135	115 - 121	139 - 145
6XL	26	135 - 141	121 - 127	145 - 151

Raincoat Measurements

Size	1/2 Chest	1/2 Waist	1/2 Bottom (Longline)	1/2 Bottom (Classic)	Length (Longline)	Length (Classic)
XS	57	53	64	61.5	85	74
S	59	55	66	63	87	74
M	61	57	68	65.5	87	74
L	63	59	70	68	89	76
XL	65	61.5	72.5	70.5	91	76
2XL	67.5	64	75.5	73	91	78
3XL	70.5	66.5	77.5	76	91	80
4XL	73	69	80	79	93	80
5XL	76	71.5	83	82	93	82
6XL	79	74	86	85	95	82

Kids Raincoat Measurements

Size	1/2 Chest	1/2 Bottom	Length
2-3	40	44	45
4-5	42	46	50
6-7	44	48	55
8-9	47	51	63
10-11	50	54	70

All measurements are in cm.

Length is measured from the highest point on the shoulder to the hem.



Wilderly

BY MAMA MOVEMENT



Hi there,

Thank you for taking the time to explore our colourful world of outerwear!

Mama Movement began as a one-woman start-up and, in just five years, has grown into a much-loved Australian brand with thousands of loyal customers, over 3,000 five-star reviews, and multiple product awards.

At the heart of it all is one thing – the love customers feel for pieces that combine performance and fashion into one feel-good garment.

Wilderly is our newest chapter – a dedicated outerwear label created to take our bestselling raincoats into retail stores around the world.

Building on the proven success of this category within Mama Movement, Wilderly is designed with boutiques, gift shops, and outdoor lifestyle destinations in mind.

I truly believe these joy-filled pieces will not only delight your customers but also drive strong sell-through in your store.

We'd love to welcome you to the Wilderly family.

Warmly,

Faye

Founder – Mama Movement & Wilderly

Ready to stock raincoats that fly off the shelves? Become a Wilderly stockist and bring the joy of fun, functional and size-inclusive all-weather fashion to your customers.

✉ wholesale@mamamovement.com.au



**Join Wilderly
Wholesale**



wear
Wilderly



**WILDERLY REIMAGINES
OUTERWEAR TO EMBRACE
INDIVIDUALITY AND ADVENTURE,
RAIN OR SHINE.**



WILDERLY.COM.AU



**Join Wilderly
Wholesale**