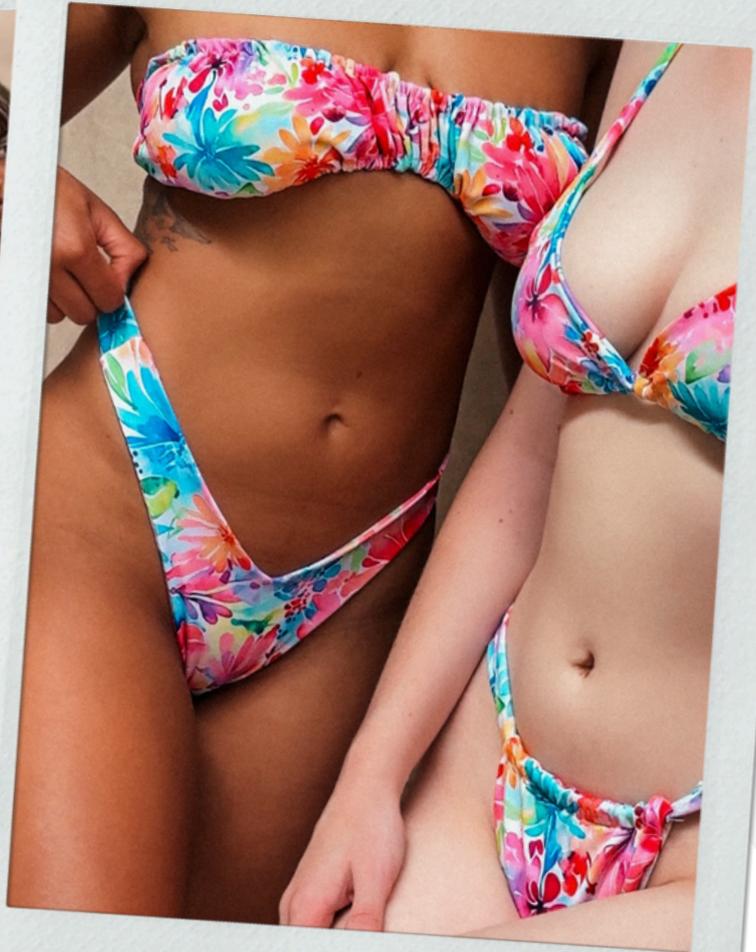




# MEDIA KIT



BOKINII

*Handmade Luxe Swimwear*

# The Bokinii Story

## MISSION & SOCIAL IMPACT

Bokinii is owned by Bo-Tarah Rose, a Summer and Ocean obsessed, entrepreneurial free spirit with a long background in fashion design, marketing, communications, and styling. She was dissatisfied with the limited bikini options she saw in the market, identifying that most brands were replicating each other, the fits were cookie cutter and expected women to fit into their styles, not design them to fit women and so she began sewing bikinis in her living room.

Fast forward 6 years and Bokinii Swim is an established business with a growing ambassadorship within the Australian community that began by asking everyday women from the community to represent their fellow sister and model in Bokinii campaigns.

*“Hiring models is easy” says Bo, “but the Bokinii customers are not models and it is more important to me that my customer sees herself represented in my imagery, not airbrushed and untrue models.”*

Bokinii Swim’s core values are cemented in social change, empowering women to love themselves just as they are, and smash to pieces patriarchal and societal constraints of the past in order to live within their true power.

Women historically have been silent victims to commercial manipulations that play on their insecurities for financial gain. Bokinii Swim seeks to empower women to embrace their bodies and who they are on a soulful level and learn to become unapologetically powerful in her skin.

The handmade to order nature of the Bokinii product sits in line with Bo’s concern for the state of our Earth and its Oceans. The made to order nature of the product means no stock is kept on hand, will die on a shelf if not sold and will not end up in landfill.

## @BOKINII\_SWIM ON SOCIALS



Tik Tok



Instagram



Facebook



Pinterest

BOKINII Swim

HANDMADE LUXE SWIMWEAR

# The Bokinii Story

Bokinii was created by a passionate woman. A woman that stands at the peak of her mountain, cheering for herself and cheering for those climbing theirs, cheering for you.

Here at Bokinii, you are in control of the design process! Choose your favourite colour or print, mix and match tops and bottoms to create your dream bikini.

Bokinii was born in 2019 on Adelaide's coastline out of a desire to provide swimwear styles and cuts that were not readily available in stores and had creative direction back to those who need it the most; women, our valued customer..

Handmade to order on the south coast in Adelaide, Fleurieu Peninsula, Bokinii's sustainability values are to reduce waste caused by the over-manufacture of products and protect our Earth, our Oceans, and our bodies from the effects of waste from mass production.



# The Bokinii Customer Experience

Bokinii Swim has given creative direction back to the customer to enable them to create their dream swim piece.

Purchasing swimwear in today's market can be an unpleasant experience for a lot of women as they try to fit themselves into limited, ready to wear styles.

Bokinii Swim's customisation method allows customers to tailor their swimwear to their specific requirements and preferences.

The seamless and reversible nature of each style is much more forgiving than one layered, flat seamed swimwear that is dominating the market as it sits flush against the skin eliminating digging.

Customer reviews can be found on product pages on the Bokinii website.



SAGE



PINK



DESERT



OCEAN



BLACK



WHITE



RED



BLUEBELL



FIORI



LOTUS BLOOM



LEOPARD



ISLAND GIRL



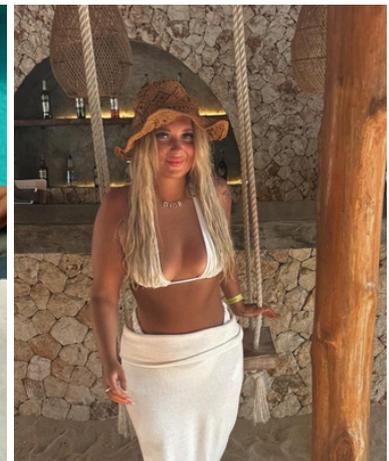
DANDELION



TROPICAL DREAM

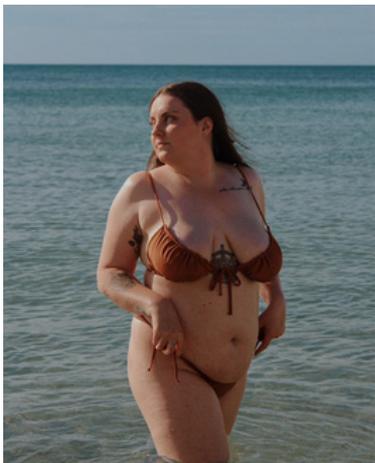
Custom Collection | Swim

## COLOUR PALETTE



# The Bokinii Experience

- Each piece is made to order specific to the customer's requirements. No stock on hand means no waste and therefore no contribution to landfill. They choose their desired size, cut and colours using simple drop down menus.
- Bokinii uses high quality spandex sourced from all over the world to create seamless, double lined swim pieces.
- Generally speaking Bokinii offers sizes XS-XXL however extended sizing is available upon request at no extra charge.
- All orders are hand sewn within 7-14 business days by hand at Bokinii's studio. All pieces are sewn by Bokinii's owner with the highest attention to detail and love - all orders are fueled by the deepest love for the brand and what we can offer to customers.



Custom Collection | 2025/2026



AMALFI TOP



SOUTHPORT MULTI WAY  
TOP



BURLEIGH TOP



WHITEHAVEN TOP



WHITEHAVEN 2.0 TOP



AIRLIE TOP



TULUM TOP



TULLY TOP



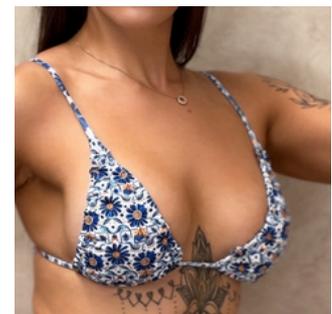
TROPEZ TOP



NOOSA TOP



VENICE TOP



SOLEIL TOP

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PALM BEACH TOP



SEYCHELLES TOP



BONDI BOTTOMS



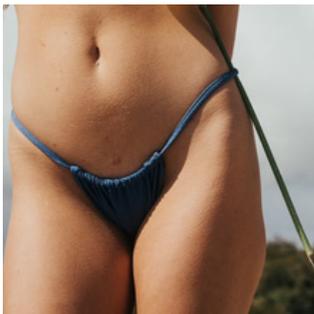
MIAMI BOTTOMS



TRINTIY BOTTOMS



DAINTREE BOTTOMS



ERIN BOTTOMS



THALASSA BOTTOMS



POSITANO BOTTOMS



BARBADOS BOTTOMS



SORRENTO BOTTOMS

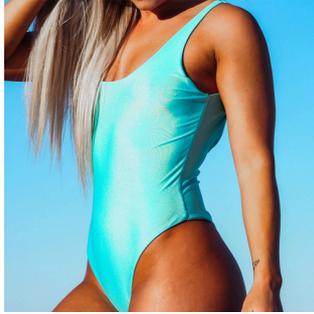


MOROCCO BOTTOMS

*Custom Collection | 2025/2026*



NINGALOO ONE PIECE



ST BARTS ONE PIECE



THALA ONE PIECE

*Extra Tidbits*

- Contact details are located on the bottom of every page
- Official press releases and stories available on request
- All images owned by Bokinii Swim
- ABN: 63677870937