

A full-page photograph of two women in a coastal setting. The woman in the foreground is wearing a white dress with a colorful seashell pattern and is looking down. The woman in the background is wearing a purple dress with a similar seashell pattern and is standing on a white stone staircase, looking towards the camera. The background features a white stone wall and a set of white stone stairs. The text 'Palm Collective' is written in a white, cursive font across the middle of the image.

*Palm Collective*

MODERN SUSTAINABLE BOHEMIA RESORT





*Palm Collective*

## ABOUT

Palm Collective is a modern women's resortwear label designed for the globally minded, style-driven customer seeking effortless luxury with strong sell-through appeal.

Rooted in the island lifestyle and influenced by elevated designer silhouettes, each collection delivers a sun-washed, modern bohemian aesthetic that translates seamlessly from resort to city and beach to evening.

The brand is positioned for year-round relevance across resort destinations, cruise, and warm-weather retail environments.

Collections feature feminine lace detailing and breathable natural fabrications including linen, cotton and custom-developed sustainable eco rayon prints — offering lightweight, packable styles ideal for travel and high-rotation retail.

Manufactured ethically in Indonesia through long-term artisan partnerships, Palm Collective provides buyers with a differentiated, sustainably produced resortwear offering that aligns with conscious consumer demand while maintaining strong margins, consistent quality, and reliable delivery.

**Modern Sustainable Resortwear**



## BUSINESS PROFILE + CHARACTERISTICS

Founded in September 2016, Palm Collective has grown into an established women's resortwear brand with a global customer base and a strong cult following.

The brand operates a diversified revenue model, currently wholesaling to a curated network of domestic and international boutique stockists while operating its day-to-day business from a small office in Australia and a virtual office in Singapore.

Backed by over 10 years of apparel production and manufacturing expertise at the leadership level, Palm Collective benefits from stable supplier relationships, ethical offshore manufacturing, and repeatable production processes. This structure provides a solid foundation for scalable growth across both wholesale and direct-to-consumer channels.

The brand's next phase of growth is focused on strategic partnerships with aligned e-commerce platforms and premium brick-and-mortar retailers.

*Palm Collective*



# 32k

SOCIAL  
MEDIA  
INFLUENCE

Due to the diversity in collaborations, Palm Collective has a international audience, composing of 82% females aged 25-44.

## INSTAGRAM STATISTICS

50,000 content views per week

97.9 % Female audience

## GEO DEMOGRAPHIC

86% Australia

2.1% United States


1% U.K

*Palm Collective*

Modern Sustainable Resortwear







**PALM COLLECTIVE**

1,956 posts
32.6K followers
6,963 following

Shopping & retail






Australian Sustainable Island Luxe Clothing Line | Wholesale + Retail. | Worldwide shipping. Shop Black Friday Deals here 📌

🔗 [www.palmcollective.com.au](http://www.palmcollective.com.au) and 1 more





🔍 Palm Collective VIP fun! 🌴🌟 273 members


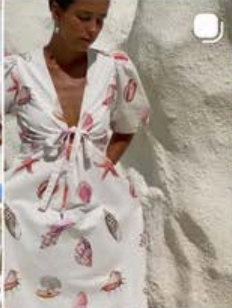

Followed by [annettecorrie](#), [\\_\\_mitchcorrie\\_\\_](#) and 17 others


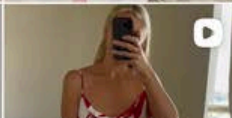

Following ▾
Message
Contact

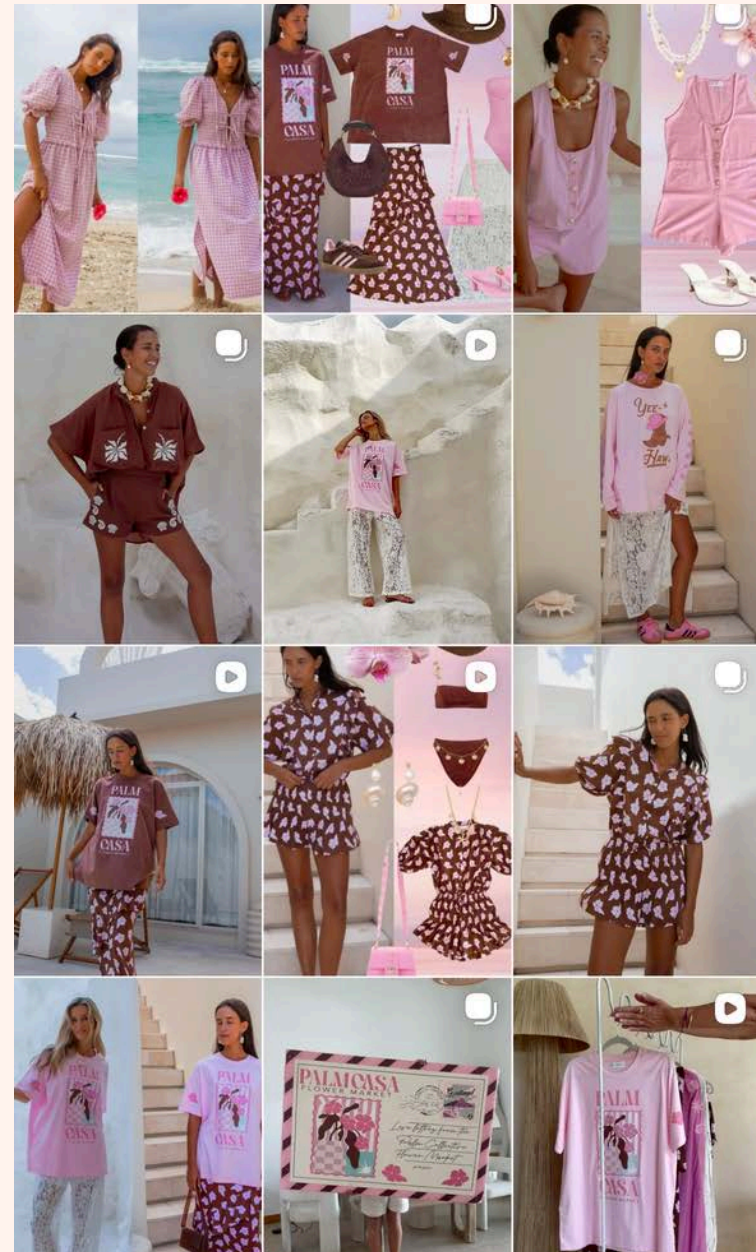
As seen on Clam Casa 🐚 Flower Mar... Luna cove Try on Ha

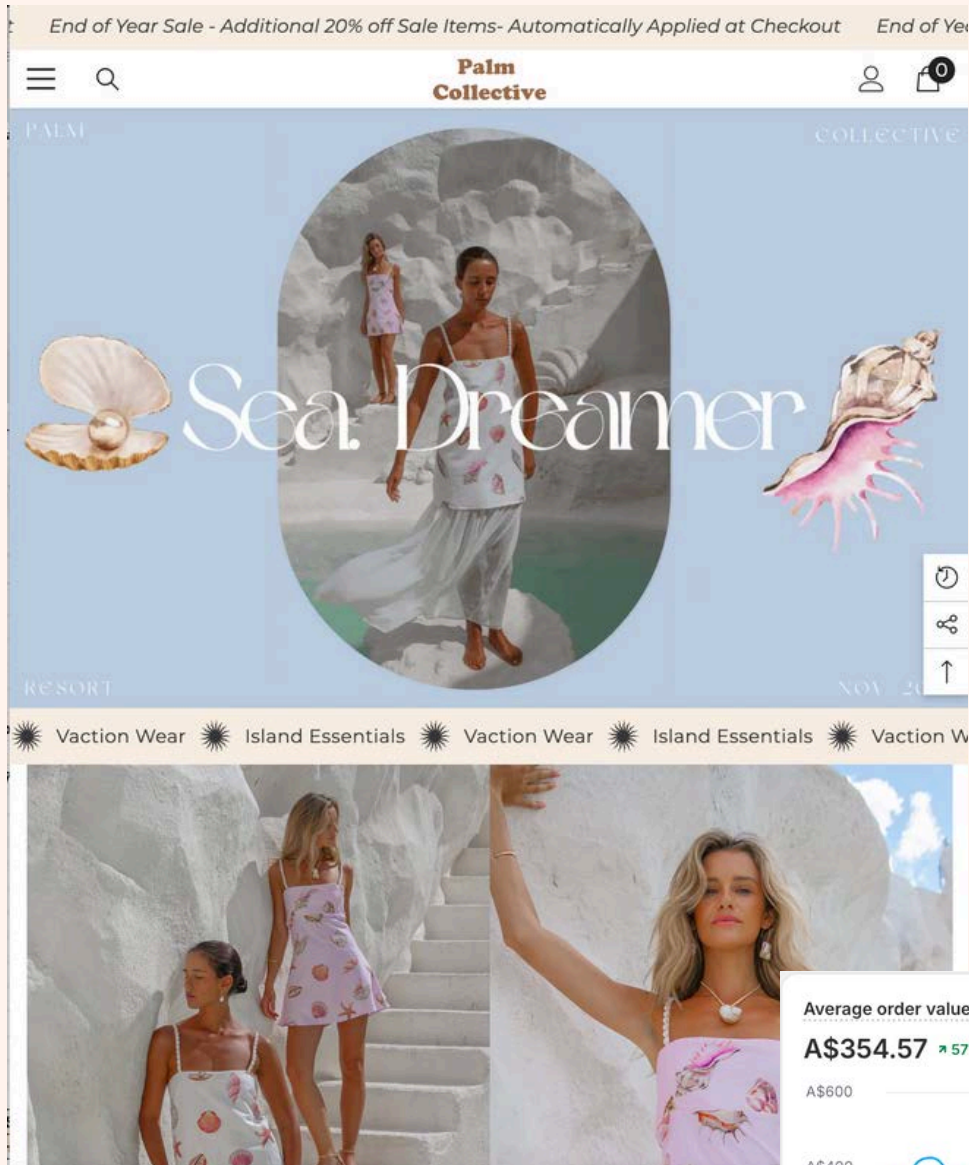




# INSTAGRAM PROFILE + FEED



# E - COMMERCE CHANNEL



## Total sales by sales channel



Healthy diversification of D2C and B2B Sales

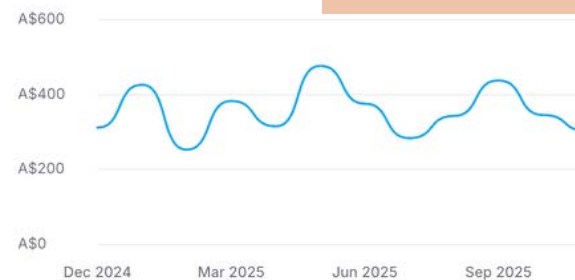
## Sales attributed to marketing



95 % Sales Attributed to Organic Marketing through Organic Google SEO, Strong email databases and organic social following

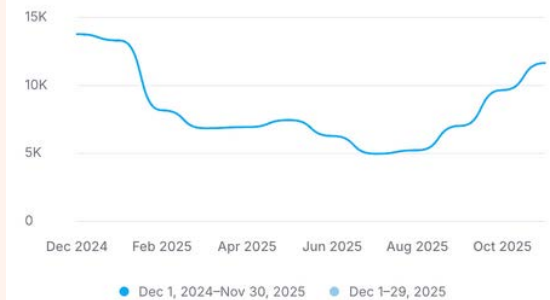
## Average order value over time

**A\$354.57** ▲ 57%



## Sessions over time

**101,384** ▲ 1.1K%





# EMAIL DATABASES

## Top Performing Metrics ?

Last 3 Months (Sep 2025 - Nov 2025)

## Email Campaigns

Metric	Performance	Your Value
<a href="#">Average Cart Size</a> Business Performance	✓ Excellent	3.6
<a href="#">Conversion Rate (Email)</a> All Abandoned Cart Flows	✓ Excellent	8.56%
<a href="#">Revenue Per Recipient (Email)</a> All Abandoned Cart Flows	✓ Excellent	A\$61 ?
<a href="#">Revenue Per Recipient (SMS)</a> All Campaigns	✓ Excellent	A\$3.2 ?
<a href="#">Click Rate (SMS)</a> All Flows	✓ Excellent	38.8%



Above Peer Group  
Performance

## Sales Attributed to Email Campaigns + New Product Drops

### Campaign performance summary

Overview Metrics Top performing messages

Channel

All

**A\$395,208.44**

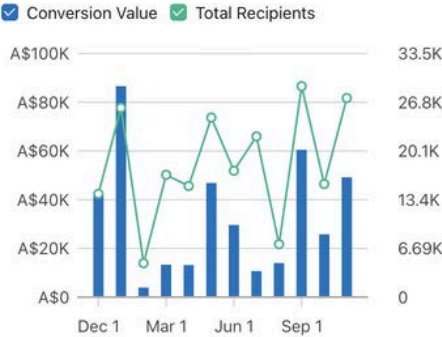
Conversion Value

↗ 63.4% vs. previous 12 months

**220,154**

Total Recipients

↗ 86.6% vs. previous 12 months



## Sales Attributed to Automatic Flows- Abandoned Carts Flows + Welcome Series

### Flow performance summary

Overview Metrics Top performing

Channel

All

**A\$178,126.38**

Conversion Value

↗ 246.3% vs. previous 12 months

**8,789**

Total Recipients

↗ 322.8% vs. previous 12 months



# WHOLESALE DISTRIBUTION



Strong curated stockist networks in

Australia + New Zealand

Asia ( Singapore, Bali, HK, New Caledonia)

Middle East: Dubai, Kuwait

Europe: Mauritius, Cyprus

USA + Canada

The Caribbean:

Bahamas, Curacao, Costa Rica, Barbados, Virgin Islands, St Croix, Bonaire

40% Growth  
Year on Year

Automatic, Seamless Online Wholesale  
Ordering Systems- No sales reps- all in-house-  
maximum profit, low manual work.  
Shopify Wholesale Gorilla Integration

