



11 October 2024 - For immediate release

MEDIA RELEASE

New Zealand's STOKEDNZ Adventure Wear Launches in Australia: Meet the Founder Inspiring the World to 'Do Cool Shit'

Australia, get ready to level up your adventure game! New Zealand's renowned outdoor adventure brand, STOKEDNZ, has arrived, bringing its iconic Towelies and other ethically made gear to adventure lovers across the country.

Founded by Debs Brockelsby, an avid adventurer and survivor of a life changing brain injury, STOKEDNZ is more than just an adventure wear brand. It's a celebration of resilience, sustainability and living life to the fullest.

In 2015, Debs suffered a serious brain injury while mountain biking, an event that altered her life forever. As part of her recovery, she turned to sewing and, in 2017, launched the first STOKEDNZ Towelie, a super-soft Turkish cotton poncho towel that doubles as a portable changing room. Fast forward to today, and STOKEDNZ is a million dollar brand inspiring adventurers all over the world.

THE ULTIMATE ADVENTURE COMPANION

The Towelie has become an essential item for outdoor lovers, from beachgoers to campers and surfers. Stocked in over 80 retailers across Australasia, these versatile products are even on hand at private hospitals, luxury cruise ships and were spotted at the recent Paris Olympics worn by the women's New Zealand cycling team in the velodrome. They have even made their way to Scott Base in Antarctica! Now available to Australian adventurers through online orders, the Towelie continues to inspire new experiences.

"When I hear from customers that their purchase inspired them to take a leap of faith in their own life, or go on an incredible trip, or create priceless memories with their families, that's what lights me up more than anything else," says Brockelsby. "The Towelie really is the ultimate adventure companion."

ETHICS AND SUSTAINABILITY AT THE CORE

STOKEDNZ prides itself on ethical production, working closely with Turkish families who handcraft each Towelie. With regular visits to the region, Debs ensures that their process respects workers' rights. They also use sustainable and minimal packaging to reduce their impact on the environment.

MORE THAN JUST GEAR

STOKEDNZ's success story isn't just about high quality adventure products but also about inspiring people to push their limits. Through initiatives like the "Show Us Your Tits" campaign, which raised \$27,000 for breast cancer awareness in less than 2 weeks, and the brand's commitment to donating 5% of annual Black Friday sales to women's refuge charities, STOKEDNZ has proven that adventure and purpose can go hand in hand.

STOKEDNZ's values and product quality have resonated deeply with their loyal customer base, some of whom have made over 45 retail purchases.

With plans to expand globally, including throughout Australia, Brockelsby is on a mission to inspire more people to embrace the brand's ethos: ***"Life is short, do cool shit!"***

KEY DETAILS

[@stokednz](#)
stokednz.co.nz

MEDIA CONTACT

For further information, interviews or images please contact:

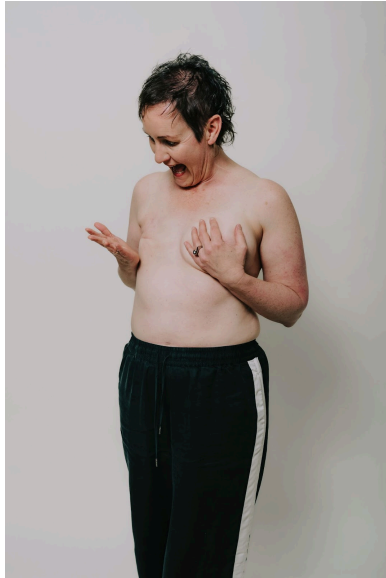
Karen Windsor
0401 630 806
karen@yourprassistant.com



"Show Us Your Tits" Fundraiser

Debs and her team launched the "Show Us Your Tits" campaign, raising \$27k in just weeks through a collection of Towelies featuring breast cancer survivors' boob drawings. With a goal of reaching \$80k.

The idea began when Debs' dear friend Di (below), a breast cancer survivor, wanted to regain her confidence post-surgery.



Founder, Debra Brockelsby

