



Quokka
POCKETS

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For Immediate Release

We Want Pockets: Aussie Start-Up Gives Women's Pants A Makeover

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Why don't women's pants have decent pockets? It's a question Aussie start-up Quokka Pockets has decided to tackle head-on, and with two days left to spare, [have raised nearly \\$50,000 on via crowdfunding](#) to make it happen.

"Currently women are forced to choose between looks, and function," designer Anntoinette Holt says. "Women's clothing either doesn't have pockets, or the pockets are too small. Things don't fit, or they fall out. Or worst of all - fake pockets. We don't see any reason why women's clothes can't look good, and be functional."

Quokka Pockets' tailored pants feature a chic black design and the full-sized pockets [women have been asking for](#). The pants will be available in an inclusive size range, and the company plans to roll out other designs progressively, with the eventual goal of making over the entire wardrobe range.

"Men's pants have decent pockets, and mine typically don't," digital guru and inclusive sizing advocate Jacinta Richardson says. "And don't get me started on plus sized clothing."

"It's been eye opening sitting down with women and listening to what their issues are with mainstream fashion," founder Yuhan Lim says. "As a man, I used to think everyone could carry a phone in their front pocket and still sit down. Then I found out most women's pants don't even have pockets."

In addition to [pockets](#), the team are tackling other design issue: [insufficient belt loops](#), extra reinforcement and fabric layers to fight [inner leg wear](#), and eliminating confusing and arbitrary [vanity sizing](#).

The flagship pant is expected to retail around AUD \$199, with a discount available for Kickstarter patrons on larger orders.

The company confirmed that their next goals include the creation of an adjustable blouse that doesn't gape at the front, and a matching jacket and skirt, both with deep pockets. "There's no area of fashion that couldn't use a functional redesign," Lim says with a smile.

Looking to the future, the three friends are keen to bring a change to the way women's clothing is designed. "It's very much about the functional style," Holt says. "And pockets being the rule, rather than the exception."

Quokka Pockets is a boutique fashion start-up bringing women size inclusive clothing with fully functional pockets.

Key Links: [Kickstarter](#) [Website](#) [Press Kit](#) [Images](#) [Facebook](#) [Instagram](#) [Twitter](#)

About the team:

- **Jacinta Richardson** is Quokka Pockets' digital guru and small business expert. She is an advocate for functional clothing and size inclusive fashion.
- **Anntoinette Holt** is a designer, trained tailor and corset maker running a [boutique custom clothing business](#) in the northern suburbs of Melbourne.
- **Yuhan Lim** is an event manager and businessman with family connections to clothing manufacturers. He is often dubbed a Social Justice Paladin by his friends.

For more information or to schedule an interview with any of our team, please call the Quokka Pockets office at 0490 190 832, or email info@quokkapockets.com.au.