

# SÜK Workwear



## Prelude

A radical and ethical new clothing label, SÜK Workwear was founded by Mimosa Schmit after she spent her twenties labouring in male dominated industries on building sites, farms and long-haul ships. Having worked in chaffing overalls and uncomfortable work shirts for too long, she set her sights on designing workwear to empower all workers, championing the feminine figure.

In 2019, Mkt. was engaged by SÜK on a short-term project basis to launch the label and its garments; boilers, overalls, pants, shorts and tops. As the brand's PR partner Mkt. executed the campaign using traditional PR activity to generative positive media coverage and raise awareness for the new range, as well as the founder's profile.

## Stories told

Mkt. supported the launch by generating positive media coverage across a variety of channels and verticals. Central to this activity was educating consumers on the strong ethics of the brand and core ethos of celebrating all workers as worthy, no matter their gender.

Mkt. crafted a story bank of ideas across national, metro, business, broadcast, women in business, fashion, sustainability and lifestyle media, as well as general news, to achieve cut through.

## Headlines we secured included:

- SÜK: the Aussie label throwing a spanner in the works(wear)
- Durable designs fit the build
- Boilersuits made for busts: the new, affordable Melbourne label challenging traditional workwear
- Women's workwear now exists for those female getting it done
- Online ethically-made workwear label, SÜK Workwear, has just launched its new collection

## Happily Ever After:

- Leading with a print exclusive, Mkt. was successful in securing a page 8 feature in the Herald Sun to launch the new label
- Metro, online and broadcast stories followed across fashion, lifestyle and business media with over 9,807,000 people reading or hearing our stories
- Mkt. strategically utilised founder Mimosa Schmit in media stories to achieve the key objective of hero-ing the brand ethos and sentiment in PR



## Women's Workwear Now Exists For Those Females Getting It Done

Gender and body shape should never come between the designers. It's a safe assumption that most of us work to earn a living. Although if you do so in a standard 9 to 5 office job, you probably forget there are a bunch of women working in traditionally male dominated fields. Mimosa Schmit is one of those women. She spent her twenties labouring on building sites, farms and long haul ships in standard issue, ill fitting workwear made for men. Having worked in overalls and uncomfortable work shirts for too long, she set her sights on designing workwear that empowers all workers, championing the feminine figure - and SÜK Workwear was born. To cater up with the idea for SÜK when I was working on long haul ships, it was on my first voyage, working long days in 50-degree heat and rough seas. The standard issue garment was causing more damage to my body than protecting it, with intense chaffing," Mimosa tells us.



The woman behind the label, Mimosa Schmit (Image: Instagram)

When to sleep the call Danish brand you've seen all over Instagram. Plus, the SÜK dress everyone is buying ahead of spring.



## Q&A: The Aussie label throwing a spanner in the works(wear)



Having worked in male dominated roles for most of her life as a labourer on long haul ships on farms and building sites, Mimosa Schmit branched out from her past to launching SÜK Workwear, ethically made workwear for women. The business has ethics at its core - all garments are vegan, free from harmful chemicals, made by manufacturers at the forefront of ethical production practices and the garments, including dyes and their prints, are biodegradable. The label also has a charity partner, The Breast Studio, which supports all breast cancer survivors.

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## Boilersuits Made for Busts: The New, Affordable Melbourne Label Challenging Traditional Workwear

There just aren't many options out there for women workers who want to look good and do a damn tough job. But this women is about to do the impossible - to create a line of workwear that's both sustainable and feminine.

Mimosa Schmit is the founder of SÜK Workwear, a Melbourne-based label that's making waves in the workwear industry. She's a woman who's spent her twenties working in male-dominated industries, and she's now using her experience to create a line of workwear that's both sustainable and feminine. The label's ethos is centered around celebrating all workers, regardless of gender, and creating workwear that's both functional and stylish. Mimosa Schmit is the founder of SÜK Workwear, a Melbourne-based label that's making waves in the workwear industry. She's a woman who's spent her twenties working in male-dominated industries, and she's now using her experience to create a line of workwear that's both sustainable and feminine. The label's ethos is centered around celebrating all workers, regardless of gender, and creating workwear that's both functional and stylish.



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