

FLORM

Found. Finished. Worn.

EDITION 01 - 2026

SUNSHINE COAST · QLD

*Found on the
ocean floor.
Worn on the
surface.*

Each Florm piece begins below the surface – gathered by hand along Queensland's coast and across the Pacific. The ocean does the work. We finish it.

No two pieces are the same. When a piece sells, it is gone.

LILAC

Maxima Choker

Small Giant Clam shell (Maxima Clam),
gold-plated stainless steel magnetic clasp,
silicon cord

NIUE



LILAC

Maxima Choker

*Small Giant Clam shell (Maxima Clam), gold-plated
stainless steel magnetic clasp, silicon cord*

NIUE



GOLD

Lambis Necklace

Orange spider conch shell (Lambis Crocata), freshwater pearl, gold-plated stainless steel chain and clasp

SUNSHINE COAST



GOLD

Lambis Necklace

Orange spider conch shell (Lambis Crocata), freshwater pearl, gold-plated stainless steel chain and clasp

SUNSHINE COAST



NEON YELLOW

Claw Choker

*Crab claw, gold-plated stainless steel
magnetic clasp, silicon cord*

PAPUA NEW GUINEA



NEON YELLOW

Claw Choker

*Crab claw, gold-plated stainless steel magnetic clasp,
silicon cord*

PAPUA NEW GUINEA

LILAC

Marginella Choker

Marginella snail shell, ocean pebbles, gold-plated stainless steel magnetic clasp, silicon cord

SUNSHINE COAST

LILAC

Marginella Choker

Marginella snail shell, ocean pebbles, gold-plated stainless steel magnetic clasp, silicon cord

SUNSHINE COAST

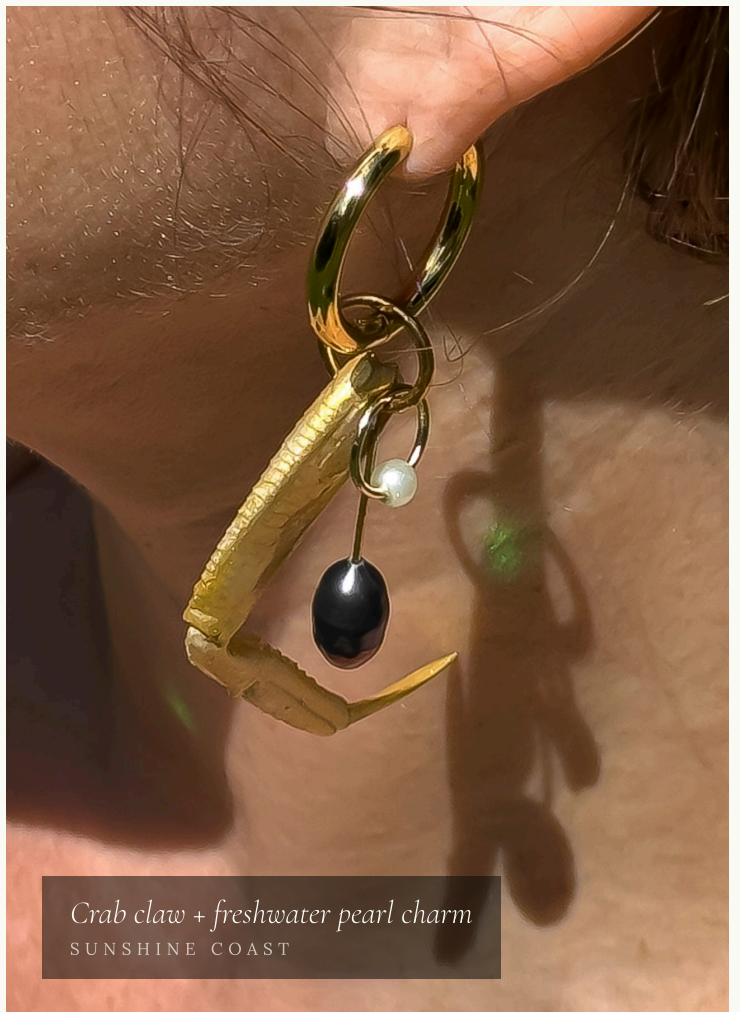




Small Giant Clam earrings, pair
NIUE



Crab claw earring, single
TAHITI



Crab claw + freshwater pearl charm
SUNSHINE COAST



Crab claw + freshwater pearl charm
TAHITI



Clam + freshwater pearl earrings, pair
SUNSHINE COAST



Polished oyster hairclip
SUNSHINE COAST



Not made. Gathered.

It started on a beach walk – a handful of pieces, already perfect, shaped by current and salt. The only question was how to wear them.

The making is deliberate restraint. Each piece is cleaned and preserved as found. Cord, chain, finding – chosen to carry the piece, not change it.

Florm isn't craft in the conventional sense. The ocean already did that work. The hand adds only what's necessary.

From the Pacific – Queensland, Niue, Papua New Guinea, Tahiti.



Found you.

STAY IN TOUCH

STUDIO

Sunshine Coast · QLD

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PHONE

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INSTAGRAM

[@florm.design](https://www.instagram.com/florm.design)

WEB

www.florm.com.au

FLORM

*Each piece is one of one – gathered,
finished and signed by hand on the
Sunshine Coast.*

For boutiques.

Florm is available on consignment or wholesale, depending on what suits your business. To discuss stocking Florm, write to us at studio@florm.com.au

CONSIGNMENT

Our preferred arrangement for first-time stockists. You carry the piece, we retain ownership until it sells. On sale, 62% returns to Florm and 38% is retained by you. Pieces are reviewed at 60 days – anything unsold is returned or renewed by mutual agreement.

WHOLESALE

Available for boutiques ready to commit to three or more pieces upfront. You purchase at 45% of RRP and own the inventory outright.

RETAIL PRICING

In both cases, all pieces are sold at the listed RRP. Florm sets a minimum retail price and we ask that boutiques do not discount without written approval. This protects the value of the pieces for your customers as much as ours.

PIECE

FOUND

Maxima Choker

Niue

Lambis Necklace

Sunshine Coast

Claw Choker

Papua New Guinea

Marginella Choker

Sunshine Coast

Small Giant Clam earrings, pair

Niue

Crab claw earring, single

Tahiti

Crab claw + freshwater pearl charm

Sunshine Coast

Crab claw + freshwater pearl charm

Tahiti

Clam + freshwater pearl earrings, pair

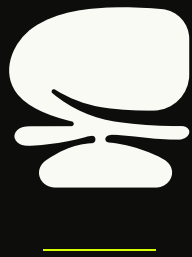
Sunshine Coast

Polished oyster hairclip

Sunshine Coast

A SELECTION FROM EDITION 01 · TEN PIECES SHOWN · WRITE TO US TO SEE WHAT ELSE CAME HOME

EACH PIECE IS ONE OF ONE · WHEN IT SELLS, IT IS GONE



@FLORM.DESIGN
FLORM.COM.AU