

Press Release

Simonne Jade Mackinnon, popular McLeod's Daughters actress, launches her Wandering Ozzie online store, offering unique bamboo leisure apparel and outdoor recreational merchandise

The National Council of Single Mothers & their Children receives a percentage of all profits

BONVILLE, NSW, AUSTRALIA — 8 December, 2021— Acclaimed Australian actress and founder of the Wandering Ozzie brand, Simone Jade Mackinnon, today announced the formal launch of her online store that specializes in unique bamboo leisure apparel and distinctive merchandise for outdoor adventurers. The website debuted in March in a soft launch, as Mackinnon continued to design and produce new items for release. The full product line, called Wandering Ozzie Essentials, is now available at wanderingozzie.com.au. Even though the products are designed with outdoor enthusiasts in mind, they have widespread appeal to all individuals who appreciate high quality, distinctive merchandise. As a single mum, Mackinnon is a strong advocate for single mothers and is donating a percentage of all profits to Australia's premier charity, the National Council of Single Mothers & their Children.

"Traveling, camping and outdoor adventure have always been a vital part of my life," said Mackinnon. "My goal is to produce items that campers and explorers will find useful, practical and comfortable. Putting ideas on paper and watching them come to life off the drawing board has been very rewarding, and I hope my Wandering Ozzie Essentials will help people have the best possible outdoor experiences."

The Essentials line showcases Mackinnon's creativity, design skills, artistic eye for fashion and deep understanding of what campers and explorers need and want. It offers a wide range of products, from unique bamboo apparel items, leather sling bags and bohemian picnic blankets, to useful accessories such as bamboo coffee travel mugs, tea thermoses and vintage leather journals so explorers can document their adventures.

Many apparel items in the Wandering Ozzie Essentials line utilize bamboo fabric, a favorite of Mackinnon's: "Bamboo clothing is a great choice for outdoor enthusiasts and individuals who view comfort as a priority," Mackinnon said. "It has an incredibly soft, silky texture, making it extremely comfortable to wear. The fibre has micro-gaps that increase moisture absorption, keeping the body dry, and antibacterial properties that keep the wearer odor-free. It is also powerfully insulating, making it cooler in summer and warmer in winter. Bamboo is the fabric of the future, and it is exciting to be on the forefront of bringing bamboo apparel to outdoor adventurers," she concluded.

Mackinnon is especially proud of her new bamboo lounge sets, which have been extremely well-received (wanderingozzie.com.au/product/bamboo-lounge-set-black/), as they combine a touch of elegance with practicality:

"When it comes to camping, I loathe wearing actual pj's, so I wanted to combine sleepwear/streetwear into one unique product, and that is how the lounge set design came into being," Mackinnon explained. "The weighty bamboo fabric has the softness needed for nightwear, while the design provides the practicality of streetwear. Elastic around the wrists, ankles and waist create a modern look but also keep the creepy crawlies at bay while sitting around the campfire. Deep side and cargo pockets provide plenty of room to store essentials. The lounge set has been well received by campers, because they can sleep in it and still look stylish when they stumble out of the tent to grab a morning coffee," she noted.

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Wandering Ozzie

All products in the Wandering Ozzie Essentials line are available on Mackinnon's website, wanderingozzie.com.au/. The Wandering Ozzie brand was created on social media in 2015 by Mackinnon to document her caravanning travels and adventures across Australia. She and her young son said goodbye to the comforts and certainty of everyday living, with only the open road dictating their destination. Always excited about the next adventure around the corner, Mackinnon continues to live out her life's motto: "Not All Those Who Wander Are Lost."

A strong advocate for single mothers

Although Mackinnon has enjoyed tremendous success in her professional life, she considers the birth of her son, Madigan, now age 11, to be her greatest achievement. As a single mum, she understands the many challenges single mothers often face, and she is a strong voice on their behalf. As part of her advocacy efforts, she has partnered with the National Council of Single Mothers & their Children, and she proudly donates a percentage of all profits from her Wandering Ozzie merchandise to this wonderful charity that has served the people of Australia for over 50 years.

Available for interviews

Embracing every adventure that comes her way, Mackinnon's life has had many fascinating chapters in addition to acting. From caravanning with her young son through rugged terrain to the Top End of Australia, to working as a real-life jillaroo and competing in national cutting-horse competitions, Mackinnon thrives on challenges that feed her soul. She is very excited about her newest endeavors—her Wandering Ozzie online business and her work with her favorite single mums charity—and she welcomes the opportunity to discuss these topics and her other adventures with the media.

To request a phone interview or for other inquiries, please email: juliem3@earthlink.net. Photographs are available to accompany all articles.

About Simone Jade Mackinnon

Simone Jade Mackinnon is a familiar face to Australians and others around the world, having played the beloved character of Stevie Hall on the Australian television drama, *McLeod's Daughters*, from 2003–2009. Her dynamic performance in this award-winning show that aired in over 200 countries across the globe earned her multiple Logie Award nominations, including two Gold Logie nominations for the Most Popular Personality on Australian Television. Her priorities shifted in 2010, when she gave birth to her son, Madigan, and she became a devoted single mum focused on raising her boy. A long-time resident of Coffs Harbour, Mackinnon has spent the last several years caravanning and camping across Australia with her son, building her Wandering Ozzie brand by exploring the country she loves and documenting her adventures on social media. In 2021, she launched her online store, wanderingozzie.com.au, offering unique bamboo leisure apparel and outdoor recreational merchandise. More information can be found on Instagram ([www.instagram.com/wanderingozzie_/](https://www.instagram.com/wanderingozzie/)) and Facebook (www.facebook.com/WanderingOzzie/) .

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