

Showpo Launches 40-Piece Golden Era Collection with The Bachelor Star Rachael Kirkconnell

SYDNEY, NEW SOUTH WALES, AUSTRALIA, March 16, 2025 /EINPresswire.com/ -- Global fashion brand [Showpo](#) is thrilled to announce the launch of its latest collection, Rachael Kirkconnell X Showpo: The Golden Era. This exclusive collaboration combines Showpo's signature style with the personal flair of Rachael Kirkconnell, winner of The Bachelor Season 25 and social media personality. The collection emphasizes effortless day-to-night dressing, offering versatile pieces that seamlessly transition from casual daytime looks to elegant evening ensembles.

Kirkconnell expressed her excitement about the collection, saying, "I love the fun elements in this collection—the sequins, leopard prints, and lace—but what excites me most is how these pieces are designed to be worn in so many different ways. They're muted yet elevated, making them perfect for any event. This collection represents a new era for me—about trying new things, new experiences, and putting yourself out there. Working with Showpo has been an incredible experience, and I'm truly honored to be part of this journey."

The 40-piece Golden Era collection merges sophisticated designs with versatile styles, encouraging women to embrace their individuality. Designed to reflect the modern woman's lifestyle—effortless, fun, and dynamic—the collection includes mini and maxi dresses, as well as matching sets, with prices ranging from \$59.95 to \$149.95.

"In choosing Rachael for The Golden Era, we wanted someone who embodies Showpo's values—someone who has fun with fashion and celebrates her individuality," said Jane Lu, founder and CEO of Showpo. "Rachael is the perfect fit for this collection. She's a true 'girl's girl,' and her energy perfectly aligns with the inspiration behind The Golden Era. We're honored to have her as the face of this collection."



Inspired by Rachael's effortlessly chic style, The Golden Era embraces elevated simplicity. With versatile pieces like the "Georgine Mini" and "Lacey Maxi" in leopard print, and the asymmetrical "Tatum Midi," the collection reflects Kirkconnell's personal taste for comfortable yet stylish clothing that can be dressed up or down for any occasion.

The Rachael Kirkconnell X Showpo: The Golden Era collection is now available at showpo.com. For more information, follow [@showpo](https://www.instagram.com/showpo) on Instagram. Campaign assets can be found [here](#).

About Showpo:

Showpo is a leading online fashion retailer based in Australia, known for its trendy, affordable clothing and accessories for women. Founded in 2010 by Jane Lu, the brand quickly gained popularity for its wide range of stylish pieces, catering to a global audience. Showpo is celebrated for its fun and inclusive approach to fashion, offering everything from casual wear to formal attire. With a strong presence on social media and a commitment to empowering women, Showpo continues to be a go-to destination for fashion-forward shoppers. Celebrity fans of the brand include Jennifer Lopez, Heidi Klum, Emma Roberts, and Eva Longoria.

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