

Lenticular Lest we Forget Lapel Pin RRP \$10



This distinctive lapel pin offers a powerful and meaningful way to honour remembrance. At its centre is a unique lenticular image that gently shifts between the portrait of a soldier and a red poppy, symbolising service, sacrifice and remembrance in a single, striking design. This changing image creates a thoughtful moment of reflection and is something rarely seen in commemorative pins.

Framed by a red poppy border and finished in an antique bronze tone, the pin has a timeless and dignified appearance. The words Lest We Forget are featured below, reinforcing its message of remembrance and respect. Designed to be worn with pride, this lapel pin is especially fitting for Anzac Day and Remembrance Day, offering a meaningful way to show that we remember those who served and sacrificed.



Kids Hero Tags RRP \$5 each

10 designs to choose from.

Wear them anywhere you like: on your shirt, cap, dress, hair, lanyard, or bag! These versatile little Hero Tags are a bright and meaningful way to show your support and remembrance for our military forces.

Designed with kids in mind, Hero Tags feature bold, engaging designs that are safe to wear and help children and adults alike connect with the memory of our fallen and honour those who continue to serve. Each Hero Tag includes a clip and an elastic loop, making it easy to attach to your bag as a fun, eye-catching bag tag.

A simple, powerful way to spark conversations and share the spirit of Remembrance and the Anzac legacy.

Forever Collection Remembrance Coin Locket Brooch RRP \$20 each -Limited stock



Includes
EXCLUSIVE DOUBLE-SIDED
REMEMBRANCE COIN

The Forever Collection Remembrance Coin Locket Brooch is a unique and versatile commemorative piece that allows you to personalise your expression of remembrance. Beautifully crafted in a gold-tone finish, this elegant brooch opens to reveal a removable commemorative coin, giving the wearer the ability to display different symbols of remembrance according to personal preference.

Included with the brooch is a specially designed double-sided remembrance coin. One side features three vibrant red poppies, honouring the men and women who served and sacrificed during times of war. The reverse displays a striking purple poppy, recognising the animals that served alongside them with courage, loyalty and devotion. Simply rotate the coin within the locket to change the design being displayed.

The locket has also been designed to accommodate many Australian commemorative \$2 poppy coins, allowing collectors to display their favourite remembrance coin within the brooch. Whether showcasing the included artwork or a treasured coin from your collection, this innovative design offers a highly personal way to honour remembrance.

The Purple Poppy Limited Edition Lapel Pin RRP \$25 honours the countless animals who served alongside humans during times of war. From horses and camels to dogs, pigeons and countless others, animals played vital roles in transport, communications, detection, rescue and companionship, often placing themselves in harm's way without choice.

Featuring a striking purple poppy with a silver paw print at its centre, this beautifully designed pin symbolises the loyalty, courage and sacrifice of animals in military service. The paw print serves as a poignant reminder of the many faithful companions who stood beside those who served.



Stand Down Poppy Lapel Pin RRP \$8



The Stand Down Poppy Lapel Pin is a significant emblem of honour, remembrance, and respect. It is ideal for military enthusiasts and serves as a poignant tribute for special commemorative occasions.

Our Stand Down Poppy Lapel Pin features a detailed design, showcasing brass boots, a slouch hat, and a striking red poppy. Not only is it a unique fashion accessory, but it also holds profound symbolic importance, connecting the wearer with history and homage.

Going Down of the Sun Lapel Pin \$8

Finished in an antique gold tone, this thoughtfully designed lapel pin features the final two lines of the fourth stanza from For the Fallen, penned by Robert Laurence Binyon in 1914. These words are recited during remembrance ceremonies on Anzac Day and Remembrance Day, forming a deeply familiar and moving part of commemorative tradition.

The design draws on powerful symbolism. Deep and medium orange enamel panels represent the setting sun, while fine graduated lines at the base of the pin reflect the sun's rays extending beyond the horizon. Together, these elements echo the meaning of the words themselves, honouring remembrance at dusk and at dawn, and the promise that those who served will not be forgotten.



Lenticular Lest we Forget Lapel Pins \$10

Kids Hero Tags \$5 each

Forever Collection Remembrance Coin Locket Brooch -Limited stock \$20

Purple Poppy Limited Edition Lapel Pin \$25

Stand Down Poppy Lapel Pin \$8