

Ally Thomas

business owner | Thirroul + Co

founder | Malia the Label

2025 IWIB Young Business Woman of the Year

Hi I'm Ally, the founder and designer of a local slow fashion brand, 'Malia the label' and owner of 'Thirroul + Co', a community focused store that supports over 30 small local businesses.

My business journey began mid pandemic in 2020. At this time I was 20 years old, half way through a degree in fashion design and had just discovered that my entire wardrobe was made up of fast fashion pieces.

I was sick of the fast fleeting fashion trends, clothing that fell apart and the toxic synthetic fibres that suffocated my skin and had taken over my outfit choices.

As lockdowns hit, like many others, I found myself with a lot of spare time and that's exactly where Malia the label began. Malia evolved from a re-sewn wardrobe, to handmade to order pieces, then to designer collection's, all sparking from the motivation to create a brand that was timeless, versatile and sustainable.

All of our pieces are consciously and sustainably designed to help you curate a capsule wardrobe of timeless styles, natural fibres and high-quality pieces designed for loving and enduring wear.



Along the way, in 2021, I was welcomed into a beautiful community based store called 'Thirroul Collective'.

With the guidance of the amazing owner, Sheralee, my business continued to evolve and flourish.

Fast forward to 2024, I then also became the official owner of this beautiful store that started it all for my brand. As the owner of 'Thirroul + Co', I am so excited to continue to support and nurture other small local businesses in our local community.

