



Department of Government Services

Consumer Affairs Victoria

www.consumer.vic.gov.au

PUBLIC WARNING

The logo for 'iamncreative' features a stylized lowercase 'i' followed by the word 'CREATIVE' in all caps, all in white text on a green rectangular background.

I, Nicole Rich, Director of Consumer Affairs Victoria, issue this public warning under section 228 of the *Australian Consumer Law and Fair Trading Act 2012* in respect of Nerida Hansen (ABN 94 367 741 397), who operates as a sole trader.

Nerida Hansen is a fabric retailer who has sold fabrics through her online businesses, including:

- Indigo Palm
- The Kind Merch Co
- Nerida Hansen Fabrics
- Rebel Quilts
- Australian Surface Art Collective
- Fabric and Design
- Nerida Hansen Print and Textiles

At present, Hansen is engaging with consumers and selling products through her website www.iamncreative.com and Instagram under @neridahansencreative.

Between September 2024 and August 2025, Consumer Affairs Victoria received 127 contacts in relation to Hansen's conduct. Consumers report a pattern of the business:

- a) accepting payment and failing to supply the goods purchased within the time specified, within a reasonable time, or at all;
- b) cancelling orders arbitrarily;
- c) not providing refunds when requested;
- d) failing to adequately respond to consumer complaints.

I have decided to issue this Public Warning because I am satisfied that it is in the public interest to do so.

I urge consumers to be wary about purchasing goods from Hansen's online platforms or engaging further with Hansen.

If you have any concerns in relation to Nerida Hansen, please contact us on 1300 55 81 81 or via www.consumer.vic.gov.au/contact-us.

DATED: **10 September 2025**

A handwritten signature in black ink, appearing to read 'Nicole Rich', enclosed in a rectangular box.

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Nicole Rich

Director, Consumer Affairs Victoria