Florence Baitio

Content Creator/Model

Florence is a professional model based in sunny Perth, Australia. Originally born in a refugee camp in Uganda, Florence moved to Australia in 2005 when she was just 7 years old. A highlight of her career to date has been Florence starring in a recent campaign for Fenty Beauty.

Considered the darkest women in the world Florence champions revolutionising black beauty stating "My mission is to push for diversity in the modelling industry and to be a role model to many girls who look like me".

Florence's community on Instagram are loyal followers who are captivated by her infectious smile and her playful style that always incorporates a pop of colour.