

PREGNANCY

Summer 2012

Head, shoulders, knees and toes
A WEEKLY GUIDE TO BABY'S DEVELOPMENT

NEWS REPORT

Are baby slings safe? p22

All your **newborn essentials**

- ✓ Nursery style
- ✓ The 'It' prams
- ✓ Wardrobe basics
- ✓ Sun protection

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Million-dollar MUMMIES

Five women tell how they've taken on both business and motherhood

Sweet dreams

MELANIE GRANT, 43

FOUNDER OF CHILDREN'S SLEEPWEAR BRAND SNUGGLEBUM (SNUGGLEBUM.COM.AU) AND MOTHER OF ISABELLA, 10, SASCHA, 7, AND OLIVER, 4.

THE INSPIRATION "During my pregnancy I was given some beautiful baby sleepwear from Europe and was amazed how lovely and soft the cotton-knit style was. I realised there was a big gap in the Australian market."

IN THE BEGINNING "My husband Chris and I made a small investment and sourced samples from a Melbourne expo. We worked from home with stock in storage locally."

BIG BREAKTHROUGH "It was a matter of getting on the phones and approaching retailers, sending out info and following up. Our first huge order came from Bonza Beats."

BALANCING ACT "Chris [Grant, former Western Bulldogs captain] was busy with his football commitments, so there was lots of scheduling to manage all our activities."

CHALLENGES "When we started, both retailers and consumers were used to the standard synthetic style of pyjamas, so educating customers was a huge task."

PROS AND CONS "Being able to design and launch a range of products that I'm really passionate about is a plus. But the business also takes me away from our children for periods of time, which is difficult."

WHAT'S NEXT? "We're currently working hard on building the international stream of our business."



The Snugglebum range has styles for ages 3 months through to 8 years.



Melanie (with son Ollie, 4) brought European-style children's PJs to Australia.

