

LittleONE

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SWEET DREAMS *always.*

Having children inspired a whole new way of life for the Grant family; from football and finance to new business Snugglebun.

- Lauren Mitchell

There was one particular pair of pyjamas that Melanie Grant's first daughter, Isabella, wore and loved as a baby. In fact she wore them until they were threadbare. A good friend of Melanie's had bought them as a gift while travelling through Europe. The now mother-of-three fell in love with the soft ribknit cotton sleepwear but couldn't find any replacements to match the quality. "They were so different to the stiff cotton pjs on offer in Australia at the time, with big obtrusive buttons and stars and moon prints," Mel says. So, typical of the amazing women LittleOne Baby keeps discovering, Mel decided to jump in feet first and develop her own brand; Snugglebun. "I had a fairly good idea that lots of other parents would appreciate the value of good quality sleepwear," she says.

Snugglebun's sleepwear is inspired by European design and made of soft, 100 per

cent cotton that doesn't scratch, twist or ride up in the night. The snug fit provides the perfect length in the body, arms and pant, to allow for easy movement and growth. They are just as Melanie intended them to be... perfect. Not to mention lots of fun.

"Our designs are based on characters and prints that are fun for children to wear," Mel says. "I also take lots of suggestions from my daughters and family and friends with children. I try to ensure that our prints are in colours that children feel good wearing and that parents enjoy dressing their children in." Think vintage-inspired dinosaur motifs for boys and lavender polka dot long johns for girls. Too cute.

Melanie's personal favourites are the all-in-ones, in footed or footless styles. "They have a full-length zipper which makes middle of the night changes so much easier," she says. "I love seeing my children in these styles as they are so

comfortable and stay cosy through the night, even if they kick off their covers. They are a sentimental favourite with lots of our parents and they keep coming back for larger sizes as their children grow up. We also receive lots of requests from our customers asking us to make our pjs in adult sizes, so we are looking at doing this in the near future."

A couple of years ago Melanie added larger children's sizes to the range, which currently goes up to size 14 (approx. 16 years of age). Mel is always on the lookout for what's next for Snugglebun. This spring she will be launching a range of bedding, including quilt cover sets for cots to king single sized beds. "This range has been developed from continued customer requests from Snugglebun parents. It makes perfect sense that our fabrics and prints are great as bedding as well."

Mel says the journey to continue expanding

Photography by Louise Tracy & Kate Monotti. Main image supplied by Snugglebun.

FROM 000 TO 14 YEARS, YOUR KIDS WILL GROW UP WITH SNUGGLEBUN.



All styles in
beautifully soft
100% cotton



and improving the range is never over. "We regularly review our products to ensure that they are a good fit for growing babies and children," she says. "Fortunately, we have a great relationship with our manufacturers, who have been with us since we launched the range almost seven years ago and we are all very committed to producing consistently high-quality sleepwear."

We get the feeling Melanie and her husband, Chris, readily welcome new challenges. Chris is certainly well known for his determination, as a former AFL footballer with the Western Bulldogs.

Prior to Snuggleslum, Mel worked in marketing and communications in the finance industry. "Very different to my current role in the garment industry," she says. "However it provided a great background in business basics and the importance of marketing and communications, especially in understanding our customers."

The couple now have three gorgeous kids; Isabella is now eight, and has a little sister Sascha, six, and brother Oliver, three. "My husband retired from AFL footy when Ollie was born, so he now looks after our son while I am at work," Mel says. "Our daughters are at primary school so the family balance thing is working really well for us right now."

"I absolutely love my job and am really proud of what we have achieved to date. I plan to continue developing new ranges and extending our current offering with products that people need and love. There are always new opportunities to be investigated, so we keep moving forward, developing our brand into new markets."

Next, it's off to Europe; where it all started in a way. Snuggleslum sleepwear is available in over 150 lovely boutiques across Australia and New Zealand and will soon feature in 20 stores across Europe, too. And of course, there's also the website, for those who like to shop while little ones snooze!

Visit www.snuggleslum.com.au to see and buy the gorgeous range. phone 1300 657 131. ♦

