



Sleepwear for sweet dreams

WITH the kids' clothing market becoming increasingly competitive, one area that is seeing big gains is cute sleepwear — giving designers the perfect excuse to conjure up sweet but practical pieces.

The latest design cab off the rank is Snugglum, who make all their pieces with 100 per cent soft cotton which snugly fits babies and kids.

Developed by the Melbourne based duo of **Melanie Grant** and **Simone Morgan**, their mantra is all about form and function and features two-piece long-john sets to footed all-in-one sleepers.

All styles are available in a great variety of prints, from size 00 up to five years, and are machine washable.

Print-wise, there are gelato stripes, cars, winter blossoms and farmyard animals and an accompanying long-sleeved top with appliqué and embroidery details. Visit snugglum.com.au