



9-09-2014

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MEDIA RELEASE

9 September 2014

aden + anais partners with The Woolmark Company to release a Pure Merino Muslin collection



Using materials certified by The Woolmark Company, US-based babywear brand aden + anais is taking luxury to the next level with their new Pure Merino Muslin collection.

A leader in the market and a company which prides itself on innovation, aden + anais has combined their award-winning muslin weave with pure Australian Merino wool to create a luxurious Merino muslin fabric, offering the ultimate in softness, breathability and temperature regulation.

Merino wool is naturally breathable, making it an efficient temperature regulator. It is soft and smooth on the skin, keeping children well-protected and comfortable all year round. It works by absorbing moisture vapour next to the skin to help children feel dry and less clammy. When the vapour moves away from the body and evaporates, it maintains a constant, comfortable temperature. Parents will also appreciate that Merino wool is naturally fire resistant. Every Merino fibre has a natural protective outer layer that resists dirt and helps prevent stains being absorbed; and, in true aden + anais easy-care fashion, each product is machine washable - making the Pure Merino Muslin collection a sensible choice.

As the leading custodian of wool quality standards, and by building the scientific credentials of wool, The Woolmark Company is working to ensure that only products of the highest standards and quality are provided for your loved ones.

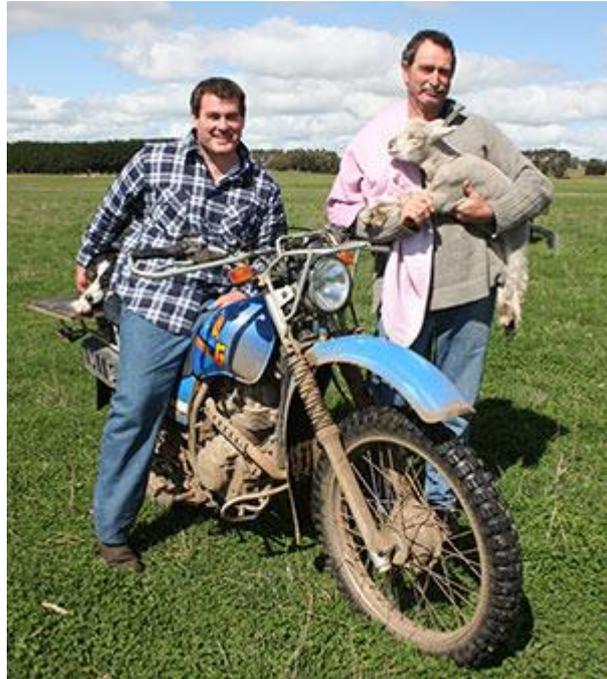
Research studies have also revealed that sleeping on or under wool leads to a better night's sleep, and that suitably selected fine Merino wool products are healthy for the skin, especially for those with the most sensitive skin.

"Over the years, we've grown to be recognised as the true innovators of muslin in the marketplace and I wanted to explore other fibres that would work with our signature muslin weave," explains aden + anais co-founder and CEO Raegan Moya-Jones.

"Merino wool just seemed like the perfect fit - it's natural, breathable, and one of the loveliest fabrics I've ever felt."

The aden + anais Pure Merino Muslin collection features a swaddle, sleeping bag, dream blanket™ and a security blanket. Each product comes in a sophisticated keepsake box with a picture frame built into the lid to house your favourite baby photos - the perfect way to preserve the luxury products and cherished memories from baby's first years. These products also carry Woolmark Nurture certification, offering parents additional reassurance through strict testing which follows global industry standards. The diameter of the Merino wool fibre in certified Woolmark Nurture products has an upper limit for each product category to ensure the products are comfortable for babies. For instance, an aden + anais Merino muslin product is guaranteed to be made from Merino wool with a micron of 18.5 or finer, so will feel luxuriously soft against baby's skin.

From September, the aden + anais Pure Merino Muslin collection will be available at international aden + anais stockists, as well as online at www.adenandanais.com.



Matt and Bernie Hair with an aden + anais wool blanket they helped produce.



"The Woolmark Company is delighted to be working with an international leader in innovation, function and design," says The Woolmark Company Chief Strategy and Marketing Officer Rob Langtry.

"Our global Mothers and Babies program works in three main areas - funding scientific research into Merino wool's health benefits, innovative product development and creating awareness of the fibre's benefits. The partnership and product development with aden + anais further illustrates that demand for Australian Merino wool is growing in the babywear market."

Through test certificates, The Woolmark Company was able to trace the very source of the latest aden + anais Merino wool products. The brand name "Bochara" appeared in the list of bale brands featured in the high quality wool purchased by the US based babywear specialist.

Bochara is owned and run by Bernie, Linda and Matt Hair near Hamilton in Victoria. Much of the Australian wool clip is produced on family farms just like that of the Hair family who run sheep amongst giant gum trees on the fertile soils of western Victoria.

A retired policeman, Bernie has slowly been building the flock since 2007 and these days enjoys taking care of his flock of 1100 rather than the sometimes tense job of upholding the law.

The vast majority of woolgrowers never learn where their wool ends up, a pity given the enormous effort and care it takes to produce such a beautiful natural fibre.

"It really is special learning where your wool ends up, particularly when it makes such wonderful products as these," adds Linda clutching an aden + anais blanket.

"When he was a baby, our son Matt slept with wool and it kept him perfectly warm and comfortable and now as a young man it's great having him help grow the fibre."

"I'm afraid he is under a bit of pressure to deliver a baby for these blankets now," she laughs.

"We might not have a baby yet but our pet lamb Southy seems very much at home wrapped in the blanket. As well he might as his mother helped produce it," Bernie added.

The Woolmark Story

In 1964, the iconic Woolmark symbol was born.

Its purpose: to act as an independent quality assurance of every product it adorns - more than 5 billion of them so far, making the Woolmark brand the best-known textile quality brand in the world.

As the global authority on Merino wool, The Woolmark Company works with the global textile and fashion industries at every level, developing better textiles and driving consumer demand.

The story begins with the farmers who rear Merino sheep to grow and harvest the highest quality wool. Working with textile mills from Japan to Italy and elsewhere, The Woolmark Company invests heavily in research and development, advancing the fibre and inspiring the world's leading fashion designers to craft garments from Merino wool.

For 50 years, the Woolmark logo has showcased the extraordinary versatility and innate luxury of Merino wool, creating a fleece that is coveted across the globe.

Wool is a 100 per cent natural and renewable fibre. Sheep live on grass, water, fresh air and sunshine. Wool is a fibre that is grown - not man-made. Every year sheep produce a new fleece, making wool a renewable fibre source.

www.woolmark.com

About aden + anais

Since 2006, aden + anais has brought the Australian legacy of cotton muslin to the forefront of



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modern baby care, offering signature products that combine comfort and safety with style and affordable prices. The award-winning collections of cotton muslin, bamboo from rayon fiber muslin and organic cotton muslin includes a full range of multi-purpose swaddles, burpy bibs[®], dream blankets[™] security blankets, sleeping bags, nursery bedding as well as a skin care collection and an electronic feeding and sleep system - the serenity star[™].

Co-founder and CEO Raegan Moya-Jones is recognised for bringing global awareness to the many benefits of swaddling and cotton muslin. She is also the author of swaddle love, a book on the art of swaddling, and established the aden + anais swaddle love foundation, which aims to eliminate touch deprivation in orphaned babies across the world.

For more information on aden + anais, please visit www.adenandanais.com.

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