



May 2017

Christchurch Mum Launches Exciting New Clothing Line For Kids

Local mum, Becky Smart, launches new start-up kids clothing brand, Austin & Monkey, this month.

Inspired by her own young son, Austin, and his friends, the designs are fun and engaging and the t-shirts are super comfortable to wear. The designs can also be personalised with children's names, initials or ages, offering a bespoke, yet affordable, product that can't be found on the high street.

www.austinandmonkey.co.uk

The t-shirts are ethically sourced and made from 100% cotton. As a mum herself, Becky understands what parents are looking for in clothing for young children: quality, durability and washability, as well as tactile, comfortable designs that will appeal to a toddler on even the stroppiest of days. The products have been thoroughly tested by toddlers and made with mums and dads in mind.

Designed by Becky, the limited edition launch range is called 'Safari Animals Go Wild' and features five designs: Gorilla, Giraffe, Hippo, Panda and Tiger. She chose the animals from bedtime stories popular with her son, such as "The Tiger Who Came To Tea" and "Giraffe's Can't Dance".

Becky says, "Being a mum to a toddler brings many challenges, including daily battles over getting dressed. Having witnessed first-hand how much easier it is to dress a child in something they want to wear, I set about creating a series of designs aimed at pre-school children and the response has been fantastic. My two year old can identify each of the animals from his storybooks and tell me which one he wants to wear, which means one less battle in the mornings, and his friends all love them too!"

Austin & Monkey hand prints its products in small numbers from Becky's workshop in Dorset. The t-shirts are ethically sourced, designs come in a range of colours and have a unisex appeal for pre-school children.

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Notes to Editor:

Austin & Monkey offers fun and unique, quality handcrafted t-shirts for under 5s. Created and designed in Dorset by local mother Becky Smart, her aim is to create fun, comfortable and engaging designs that appeal to children, on t-shirts that appeal to parents. The t-shirts have been sourced to be soft on the skin yet hard wearing to keep up with the life of a child and are thoroughly product tested, by 2 year old Austin and his friends.

This first collection, launching May 2017, is called '**Safari Animals go Wild**' and a selection of these fun designs can also be customised with a child's initial or age, setting the brand apart from what you might find on the high street. The t-shirts are made from 100% cotton, meeting the OEKO-TEX® Standard 100, and are also ethically sourced. The manufacturer is part of the Fair Wear Foundation which maintains, among other key benefits, healthy working conditions and payment of a living wage.

Proud to offer unique clothing, everything Austin & Monkey sells is lovingly created in small numbers, from its workshop in Dorset, England.

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