



Special-care baby charity 'Bliss' and
Ethical children's brand 'Babies In Sheep's Clothing'
are collaborating!



'Babies In Sheep's Clothing,' an exciting range of lambskin and merino clothes, booties and accessories made in New Zealand, have collaborated with the UK charity Bliss in a bid to help support a cause that provides vital support and care to premature and sick babies.

Bliss was founded 30 years ago and they offer guidance and information at a critical time in families' lives. They also fund ground-breaking research and campaign for babies to receive the best possible level of care regardless of when and where they are born.

Lysette Parbhu, founder of Babies In Sheep's Clothing knows first hand what it's like to be the mother of two premature babies and used Bliss for care and support when both her sons were born early (32 and 34 weeks).

"We benefitted immensely from the information and support from Bliss through their literature and the funding they have provided for the Special Care Baby Units (SCBU) that my boys were in. Mothers across the world know how having a baby is an incredibly emotional time and the experience of having a premature baby that needs to be incubated or fed through a tube can be quite daunting.

We wanted to work with Bliss so that our customers can do something for charity without having to make that choice themselves. People have so many choices of which charities to give to and this seemed like a fantastic way to build more awareness and raise funds for a worthy charity. It is also nice for us to personally give something back and to say thank you for all the support that we received." **Lysette Parbhu, Founder of Babies In Sheep's Clothing.**

Babies In Sheep's Clothing will donate £1 to Bliss for every pair of ugg-style booties, slippers and boots sold across the UK.

This growing boutique brand has quickly made a name for itself as a leader in the baby fashion market, thanks to its stock all being produced ethically and environmentally friendly and their impeccable ranges which include baby booties, slippers, merino wool clothing, hats, scarves, lambskins and so on.



Special-care baby charity 'Bliss' and
Ethical children's brand 'Babies In Sheep's Clothing'
are collaborating!

For more information on Babies In Sheep's Clothing
www.babiesinsheepsclathing.co.uk and their collaboration with the UK charity
Bliss, or if you would like product samples please contact Kate Chaundy or Fran
Walker at Quite Great Publicity on 01223 410000.

*(£1 from the sale of this product will go to Bliss Sales Limited which covenants all taxable profits to
Bliss, the special care baby charity)*

All Press / Radio / TV enquiries:

Quite Great Publicity

01223 410000

kate@quitegreat.co.uk / fran2gr8@quitegreat.co.uk

Trade Enquiries:

Lysette Parbhu

Babies In Sheep's Clothing

P: +44 207 720 9159

W: 102 Abbeville Road, London, SW4 9LU, UK

FB: Babies In Sheep's Clothing

Tw: @sheepsclathing1