



## 1970's 'Crochet look' a big hit with Kiwi Mums

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It's often said that "fashion is cyclical" – and for Kiwi blanket designer Jane Blakey, it's the crochet look of the 1970s that has made her newest Honeycomb blanket design a big hit with the Kiwi mums who form her loyal customer base at Lou & Olly.

Designed to be a contemporary take on the iconic Honeycomb weaves of old, the new blanket still strikes a nostalgic note with Kiwi mums. Similar to the crochet look that was very popular in the 1970s, it reminds many mothers of the blankets they had themselves growing up.

Where this Lou & Olly blanket differs is in the raw materials. Those 1970s blankets were normally made from good old Romney sheep's wool, which is great for making carpet but can be very itchy on the skin, especially for children. Lou & Olly have had the benefit of using 100% pure Merino wool since the company was founded in 2008. Known as "nature's wonder-fibre", the high-country Merino sheep's wool makes blankets with the Holy Trinity of comfort: warmth, breathability and lightness.

The Honeycomb blanket is generously sized, its 95cm by 100cm span making it versatile for the cot, the pram or the bassinet. From an aesthetic point of view, the new Honeycomb blanket is available in Natural or Grey, colours achieved by the environmentally friendly Eco-Dyeing process. Conforming to the international textile standard, Oeko-Tex 100, the dyes avoid all chemicals that can cause irritation, preserving Merino's peerless softness on the skin.

Honeycomb is the newest addition to Lou & Olly's range, which has recently been endorsed with an exclusive design deal at NZ's most iconic department store, Smith & Caughey's.

### About Lou & Olly

Jane Blakey founded Lou & Olly in July 2008, in Auckland, New Zealand. She named the company after the affectionate nicknames for her two oldest daughters, Brooke Lucy and Olivia (Lou & Olly) and every item in the range has been designed with the girls in mind (and now their younger sister Ellie!)

Lou & Olly specialises in Merino blankets, known as "nature's wonder fibre" for its unique ability to be both warm and breathable due to the sheep's extreme high-country environment.

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