



Kiwi merino blanket designer buoyed by exclusive Smith & Caughey's partnership

For immediate release, 5 May 2016, Auckland – New Zealand

An exclusive design deal with iconic department store Smith & Caughey's marks an exciting coming of age for rapidly growing Kiwi textile design business, Lou & Olly.

At the end of May, Smith & Caughey's will launch a new vintage merino children's blanket, designed exclusively for the upmarket retailer by Lou & Olly. Crafted to mimic the styles of yesteryear, the blanket will be known as the "Heirloom Vintage Shawl", a nod to the enduring quality of merino wool blankets that allows them to be handed from sibling to sibling, and even from one generation to the next.

Made from 100% eco dyed pure merino wool, the low-allergy blanket is soft on the skin, very breathable and designed and made right here in NZ.

Lou & Olly founder and designer Jane Blakey admits to being humbled by the endorsement, but sees the premium nature of Smith & Caughey's range as a natural fit for her brand.

"When I started Lou & Olly from home in 2008, I had one simple goal: to design and create blankets from the finest natural materials that were gentle on children's skin. With my labour-intensive design and knitting process, they were always going to be aimed at discerning buyers, so it's exciting to partner with a retailer as respected as Smith & Caughey's", says Blakey.

The Heirloom Vintage Shawl is a unique addition to Smith & Caughey's range of children's bedding, a generous 1 metre by 1 metre blanket with a high quality weave that's well suited as a celebration blanket for events like christenings. Available in natural wool colour, it will only be available through Smith & Caughey's Auckland department store and online at smithandcaugheys.co.nz.

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.

For more information, contact Jane Blakey at info@louandolly.com or on 021 323 001.