



aden
+
anais™

spring/summer 2023

aden + anais™

aden + anais (ay-den + ah-nay) is a design-conscious company focused on creating baby essentials that parents love to look at as much as they love to use them.

Founded by an innovative Aussie mom who wanted to bring her love of luxurious, breathable, swaddle solutions to the US, aden + anais has focused on sourcing the finest, highest-quality textiles from around the world for over a decade.

Known as the original cotton muslin swaddle creator, they design beautifully crafted pieces featuring hand-drawn patterns that are as stylish as they are functional and stand the test of time.



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our new organic collection

From farm to final product, the Organic Collection is made according to the highest ecological and social processing standards to create our safe, soft, sustainable GOTS certified organic cotton muslin.

above the clouds collection

new



swaddles (4-pack)
ASWO40006



swaddles (2-pack)
ASWO20006



burpy bib
ABBO20006



snap bib
ASNO30003



dream blanket
ADBO10005



musy square
AMSO30005



sleeping bag
ASGO10013 (0-6M)
ASGO10014 (6-18M)
ASGO10015 (18-36M)

oceanic collection

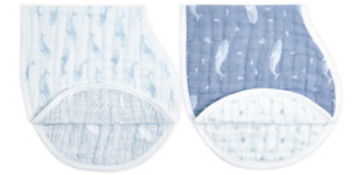
new



swaddles (4-pack)
ASWO40005



swaddles (2-pack)
ASWO20005



burpy bib
ABBO20005



snap bib
ASNO30002



dream blanket
ADBO10004



musy square
AMSO30004



sleeping bag
ASGO10010 (0-6M)
ASGO10011 (6-18M)
ASGO10012 (18-36M)

map the stars collection

new



swaddles (4-pack)
ASWO4007



swaddles (2-pack)
ASWO2007



burpy bib
ABBO2007



snap bib
ASNO30004



dream blanket
ADBO10006



musy square
AMSO30006



sleeping bag
ASGO10016 (0-6M)
ASGO10017 (6-18M)
ASGO10018 (18-36M)

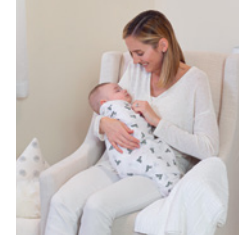


our versatile, breathable muslin swaddles are a go-to for bedtime and beyond. 100% cotton muslin.

- + **breathable:** helps reduce the risk of overheating
- + **comfy:** get softer wash after wash
- + **easy care:** machine washable

simple fabric, many uses

This do-it-all fabric's uses go way beyond bedtime to help simplify what can be a chaotic time.



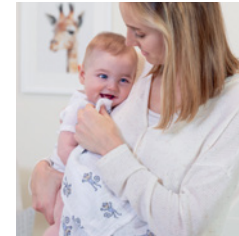
swaddle



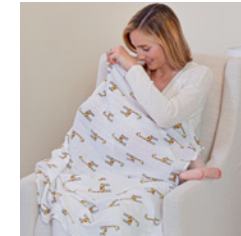
tummy time



changing mat cover

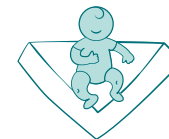


burp cloth



nursing cover

swaddling made simple



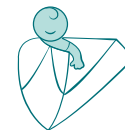
Step 1

Place the swaddle on a flat surface and fold into a triangle, placing baby in the center with shoulders just below the fold.



Step 2

Fold one side of the swaddle across baby's arm and chest, tucking the fabric under baby's free arm and back.



Step 3

Fold the bottom of the swaddle over baby's feet, tucking the point of the fabric into the top of the swaddle.



Step 4

Fold the remaining side of the swaddle over baby's free arm and chest, tucking the fabric under baby to secure.



above the clouds
ASWO40006



oceanic
ASWO40005



map the stars
ASWO40007



animal kingdom
ASWO40004



earthy
ASWO40003



outdoors
ASWO40002



mother earth
ASWO40001



twinkle
2038G



jungle jam
2026G



keep rising
ASWC40016



deco
ASWC40011



ma fleur
ASWC40007



dahlia's
2079



now + zen
ASWC40012



jungle
ASWC40003



rising star
ASWC40006



The Lion King
DISN105G



Harry Potter™ iconic
ASWC40001HP



product details

RRP £49.50 | €59,90

100% cotton 4-pack
four 120cm x 120cm pre-washed 100% cotton muslin swaddles, single layer
organic 100% cotton 4-pack
four 120cm x 120cm pre-washed 100% organic cotton muslin swaddles, single layer

packaging dimensions
28cm w x 28cm h x 7cm d



above the clouds
ASWO20006



oceanic
ASWO20005



map the stars
ASWO20007



animal kingdom
ASWO20004



earthly
ASWO20003



outdoors
ASWO20002



keep rising
ASWC20018



jungle jam
4023G



jungle
ASWC20003



now + zen
ASWC20014



deco
ASWC20013



ma fleur
ASWC20007



rising star
ASWC20006



product details

RRP £30.50 | €37,90

100% cotton 2-pack
two 120cm x 120cm pre-washed 100% cotton muslin swaddles, single layer

organic 100% cotton 2-pack
two 120cm x 120cm pre-washed 100% organic cotton muslin swaddles, single layer

packaging dimensions
23cm w x 23cm h x 6cm d



Winnie the Pooh in the woods
ASWC30006DI



Mickey Mouse + Minnie Mouse
ASWC30003DI



my darling Dumbo
ASWC30004DI



metallic gold deco
4505G



product details

RRP £42.00 | €52,00

3-pack
three 120cm x 120cm pre-washed 100%
cotton muslin swaddles, single layer

packaging dimensions
23cm w x 23cm h x 7cm d



deco - butterflies ASWC10021



now + zen - koalas ASWC10023



now + zen - soleil ASWC10024



rising star - follow the stars ASWC10013



ma fleur - garden party ASWC10015



jungle - tropical ASWC10008

Harry Potter



Harry Potter™ iconic ASWC10003HP

perfect for gifting, collecting, snuggling and swaddling.

product details

RRP £16.50 | €19,90

3-pack
one 120cm x 120cm pre-washed 100% cotton muslin swaddle, single layer

packaging dimensions
21cm w x 8.5cm h x 8.5cm d



Our silky soft swaddles combine the breathability and versatility of muslin with rayon made from bamboo for off-the-charts softness.



culture club
ASWS30007



golden sun
9229



milky way
9207G



florentine
ASWS30004



metallic primrose birch
9216G



marine gardens
ASWS30001



koi pond
ASWS30006



metallic skylight birch
9218G



stargaze
9227G



expedition
ASWS30005



stargaze
8986G



product details

RRP 3-pack £45.50 | €54,90

3-pack
three 120cm x 120cm pre-washed swaddles,
100% viscose made from bamboo, single layer

packaging dimensions
24cm w x 24cm h x 6cm d

RRP single £18.50 | €19,90

single
one 120cm x 120cm pre-washed, 100% viscose
made from bamboo swaddle, single layer

packaging dimensions
21cm w x 8.5cm h x 8.5cm d



Our 100% cotton muslin musy® squares are perfectly sized for life on the go. Soft, breathable and absorbent, they're the do it all baby necessity.

- + absorbs spills
- + security blanket
- + makeshift bib
- + burp cloth



above the clouds
AMSO30005



oceanic
AMSO30004



map the stars
AMSO30006



animal kingdom
AMSO30003



earthly
AMSO30002



outdoors
AMSO30001



my darling Dumbo
AMSC30010DI



Harry Potter™ iconic
AMSC30002HP



product details

RRP £22.50 | €26,90

Disney, metallic and Harry Potter™
iconic RRP £23.50 | €27,90

100% cotton 3-pack
three 70cm x 70cm pre-washed
100% cotton muslin cloths
organic 100% cotton 3-pack
three 70cm x 70cm pre-washed 100%
organic cotton muslin cloths

packaging dimensions
16.5cm w x 16.5cm h x
5.4cm d



above the clouds
ABBO20006

oceanic
ABBO20005

map the stars
ABBO20007



animal kingdom
ABBO20004

earthly
ABBO20003

outdoors
ABBO20002



mother earth
ABBO20001

- + **versatile:** can be used as a bib or a burp cloth
- + **absorbent:** for spills, drool and baby burps
- + **machine washable:** stays soft wash after wash
- + **generous size:** patented design offers maximum coverage, popper closure at back

Drape it over your baby's shoulders and clip it at the back for a full-coverage bib or place it over your shoulder for a no-slip burp cloth.



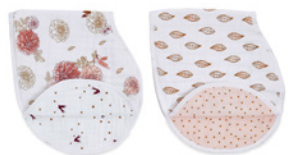
jungle jam
7026G



twinkle
7032G



keep rising
ABBC20016



dahlias
7070



ma fleur
ABBC20007



deco
ABBC20011



now + zen
ABBC20012



rising star
ABBC20006



The Lion King
DISN285G



jungle
ABBC20003



Harry Potter™ iconic
ABBC20002HP



silky soft muslin



culture club
ABBS20002



florentine
ABBS20001



expedition
ABBS20003



product details

RRP £21.50 | €24,90

100% cotton 2-pack
two pre-washed 100% cotton muslin
burpy bibs, four layers
organic 100% cotton 2-pack
two pre-washed 100% organic cotton
muslin burpy bibs, four layers

packaging dimensions
30.5cm w x 26cm h x 1cm d

product details

RRP £21.50 | €24,90

2-pack
two pre-washed 100% viscose made
from bamboo, four layers

packaging dimensions
30.5cm w x 26cm h x 1cm d



These 100% cotton muslin snap bibs offer an adjustable fit that grows with baby thanks to three poppers conveniently located in the front for easy fastening. Made with three layers, the absorbent bib soaks up spills, drools, and baby burps.

- + easy access front poppers
- + adjustable fit



above the clouds
ASNO30003



oceanic
ASNO30002



map the stars
ASNO30004



keep rising
ASNC30018



jungle jam
7102G



twinkle
7106G



now + zen
ASNC30013



rising star
ASNC30005



jungle
ASNC30003



dahlias
7142



deco
ASNC30012



ma fleur
ASNC30006



Winnie the Pooh in the woods
ASNC30015DI



The Lion King
DISN405G



product details

RRP £21.50 | €24,90

100% cotton 3-pack
three pre-washed 100% cotton muslin snap bibs,
three layers

packaging dimensions
23.5cm w x 33.8cm h x
2cm d

organic 100% cotton 3-pack
three pre-washed 100% organic cotton muslin
snap bibs, three layers



with four layers of soft muslin, these snuggly baby blankets are nothing less than dreamy.



above the clouds
ADBO10005



oceanic
ADBO10004



map the stars
ADBO10006



now + zen
ADBC10018



metallic gold deco
6133G



ma fleur
ADBC10008



animal kingdom
ADBO10003



earthly
ADBO10002



outdoors
ADBO10001



deco
ADBC10017



dahlias
6149



rising star
ADBC10007



Winnie the Pooh
DISN250G



Mickey Mouse + Minnie Mouse
ADBC10013DI



my darling Dumbo
ADBC10014DI



keep rising
ADBC10023



jungle
ADBC10003



Winnie the Pooh in the woods
ADBC10020DI



The Lion King
DISN255G



Harry Potter™ iconic
ADMC10002HP

The dream blanket features four layers of 100% cotton muslin for our softest baby blanket. Its uses go beyond cuddling, as it also makes a snugly surface to lay your little one on no matter where the day takes you—the park, the beach or just playing around on the floor.

product details

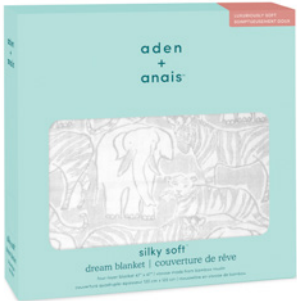
RRP £49.50 | €59,90

Disney and Harry Potter™ iconic
RRP £49.50 | €64,50
metallic RRP £58.00 | €64,50

100% cotton single
one 120cm x 120cm pre-washed 100% cotton muslin dream blanket, four layers

organic 100% cotton single
one 120cm x 120cm pre-washed 100% organic cotton muslin dream blanket, four layers

packaging dimensions
26cm w x 28cm h x 8cm d



culture club
ADBS10006



expedition
ADBS10004



milky way
9315G



marine gardens
ADBS10001



florentine
ADBS10003



koi pond
ADBS10005



stargaze
9331G

The silky soft muslin dream blanket features four layers of luxurious rayon made from bamboo for a baby blanket with off-the-charts softness. Its uses go beyond cuddling, as the blanket also makes a snuggly surface to lay your little one on no matter where the day takes you—the park, the beach or just playing around on the floor.

product details

RRP £59.95 | €69,90


single
one 120cm x 120cm pre-washed muslin dream blanket,
100% viscose made from bamboo, four layers

packaging dimensions
28cm w x 28cm h x 7cm d



there's no need to stress over loose fabric in the cot with these sleeping bags.

TOG

	room temperature	under	recommended aden + anais products
	22° - 24° C	1.0 TOG	<p>light sleeping bag 100% cotton muslin for breathability and softness.</p> <p>silky soft sleeping bag Viscose made from bamboo for off-the-charts softness.</p>
	20° - 22° C	1.5 TOG	<p>mid-season sleeping bag Four layers of 100% cotton muslin for added warmth.</p> <p>snug fit sleeping bag 100% cotton quilted knit for comforting warmth.</p>

* TOG temperature guide based on updated British Standards coming in to effect January 2020.



above the clouds
 (0-6m) ASGO10013
 (6-18m) ASGO10014
 (18-36m) ASGO10015



oceanic
 (0-6m) ASGO10010
 (6-18m) ASGO10011
 (18-36m) ASGO10012



map the stars
 (0-6m) ASGO10016
 (6-18m) ASGO10017
 (18-36m) ASGO10018



keep rising
 (0-6m) ASEC10022
 (6-18m) ASEC10023
 (18-36m) ASEC10024



jungle
 (0-6m) ASEC10007
 (6-18m) ASEC10008
 (18-36m) ASEC10009



twinkle
 (0-6m) 28006G
 (6-18m) 28007G
 (18-36m) 28008G



deco
 (0-6m) ASEC10010
 (6-18m) ASEC10011
 (18-36m) ASEC10012



animal kingdom
 (0-6m) ASGO10007
 (6-18m) ASGO10008
 (18-36m) ASGO10009



earthy
 (0-6m) ASGO10004
 (6-18m) ASGO10005
 (18-36m) ASGO10006



outdoors
 (0-6m) ASGO10001
 (6-18m) ASGO10002
 (18-36m) ASGO10003



now + zen
 (0-6m) ASEC10013
 (6-18m) ASEC10014
 (18-36m) ASEC10015



rising star
 (0-6m) ASEC10016
 (6-18m) ASEC10017
 (18-36m) ASEC10018



Winnie the Pooh in the woods
 (0-6m) ASEC10016DI
 (6-18m) ASEC10017DI
 (18-36m) ASEC10018DI



Harry Potter™ iconic
 (0-6m) ASEC10004HP
 (6-18m) ASEC10005HP
 (18-36m) ASEC10006HP

1.0 tog

	0-6 m	6-18 m	18-36 m
	51-69 cm	69-84 cm	84-98 cm
	3-8.5 kg	8.5-11.5 kg	11.5-15.5 kg



product details

RRP £34.50 | €42,90

100% cotton single
 one pre-washed 100% cotton muslin sleeping bag

organic 100% cotton single
 one pre-washed 100% organic cotton muslin sleeping bag

packaging dimensions
 23cm x 23cm h x 3cm d



stargaze - orbit
 (0-6m) 28518G
 (6-18m) 28519G
 (18-36m) 28520G



milky way
 (0-6m) 28512G
 (6-18m) 28513G
 (18-36m) 28514G

1.0 tog

- + **breathable:** helps reduce the risk of overheating
- + **safe:** replaces loose blankets for safer sleep
- + **easy:** zips open from the bottom for easy nighttime changes
- + **luxuriously soft:** made from rayon from bamboo

	0-6 m	6-18 m	18-36 m
	51-69 cm	69-84 cm	84-98 cm
	3-8.5 kg	8.5-11.5 kg	11.5-15.5 kg



island getaway
 (0-6m) 28500G
 (6-18m) 28501G
 (18-36m) 28502G



product details

RRP £38.50 | €46,90

single
 one pre-washed 100% viscose made from bamboo muslin sleeping bag

packaging dimensions
 24cm w x 24cm h x 6cm d



cream/mint
(0-3m) 40006
(6-9m) 40008



1.5 tog

Designed to help babies (and parents) enjoy uninterrupted sleep, this sleeping bag's unique design mimics the secure feeling of the womb, creating a comforting cosiness that encourages sounder sleep.

- + snug sleeves help arms to feel secure, helping prevent startle reflex from waking baby
- + zip opens from the bottom up for easy nighttime changes
- + 100% cotton with polyester fill



	0-3 m	3-6 m	6-9 m
	48-55 cm	56-65 cm	66-76 cm
	3.1-5.4 kg	5.9-9.1 kg	8.6-10.9 kg

product details

RRP £40.00 | €45,00

<p>single one sleeved sleeping bag made of 100% cotton knit with 100% polyester fill</p>	<p>packaging dimensions 43.8cm w x 27.9cm h x 3.1cm d</p>
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1.5 tog

Perfect for winter nights and cool airconditioned nurseries, this multi-layer mid-season sleeping bag features four layers of breathable cotton muslin to keep your little one warm without the worry of loose blankets in the cot.

- + **safe:** replaces loose blankets for safer sleep
- + **four layers:** perfect for moderate temperatures
- + **easy:** zips open from the bottom for easy nighttime changes
- + **machine washable:** stays soft wash afterwash



jungle jam
 (0-6m) ASMC10001
 (6-18m) ASMC10002
 (18-36m) ASMC10003



twinkle
 (0-6m) ASMC10004
 (6-18m) ASMC10005
 (18-36m) ASMC10006



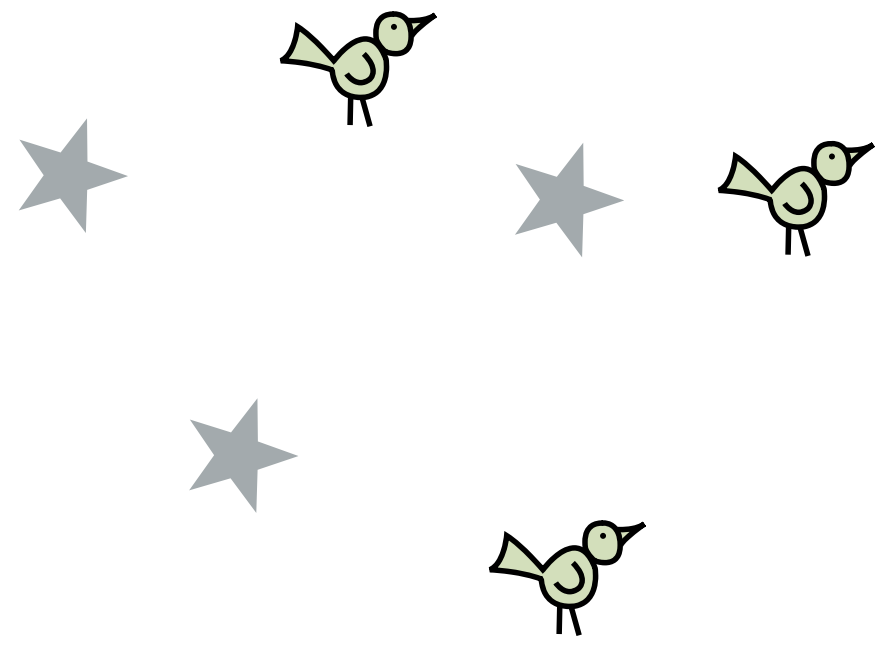
	0-6 m	6-18 m	18-36 m
	51-69 cm	69-84 cm	84-98 cm
	3-8.5 kg	8.5-11.5 kg	11.5-15.5 kg

product details

RRP £44.50 | €55,00

single
 one pre-washed 100% cotton
 muslin sleeping bag, four layers

packaging dimensions
 24cm w x 24cm h x 6cm d



towel + washcloth set



ma fleur
AHTC10001

rising star
AHTC10002

keep rising
AHTC10003

With our matching hooded + washcloth set, bathtime is now extra luxurious (and extra cute too!)

The hooded towel makes staying toasty after baths much easier. Made of plush cotton terry with our signature cotton muslin on the reverse side. It's super absorbent + stays soft wash after wash. Also includes matching washcloth.



product details

RRP £32.00 | €36,00

2-pack
one washcloth 30.5 cm x 30.5 cm and one towel 89 cm x 89 cm, 100% muslin backed, terry hooded towel + 100% muslin washcloth set

packaging dimensions
23cm w x 23.5cm h x 8cm d



With our issie® security blankets, your little one can always be comforted by the touchable softness of our cotton muslin. The satin-trimmed squares are the right size for tiny hands to hold in the cot or on the go. Each comes with two identical issies, so when one is in the laundry or simply MIA, the treasured possession won't be missed.



twinkle
7510G

product details

RRP £18.50 | €22,90

2-pack
two 40cm x 40cm pre-washed, 100% cotton muslin security blankets with satin trim, single layer

packaging dimensions
20cm w x 25cm h x 1cm d



swaddle blanket



heather grey
ASWN10002



rosettes
ASWN10001



swaddle gift set (hat + blanket)



heather grey
ASGN20002



rosettes
ASGN20001



knotted gown + hat set



heather grey
AGHN20002



rosettes
AGBN20001



Get cosy with the snuggle knit™ collection. This supremely soft fabric is designed for the ultimate snuggle and to keep baby cosy wherever they are. From swaddles to gowns and hats, these must-haves offer versatility, perfect for snuggle time and beyond.

- + supremely soft, super stretchy fabric keeps baby cosy all year round
- + knotted gown designed with clever features to make life with baby easier
- + 74% viscose, 21% polyester, 5% elastane
- + adjustable knotted hat grows with baby 0-3m
- + machine washable

product details

74% viscose, 21% polyester, 5% elastane, machine washable

RRP
swaddle blanket £25.00 | €28,90
swaddle gift set (hat + blanket) £34.00 | €39,90
knotted gown + hat set £27.50 | €30,90



Wrap baby in a soothing hug with the new comfort knit™ collection delivering maximum comfort and security. Super soft and breathable with just the right amount of stretch, this cotton rich fabric is sure to keep baby comfy and content.

+ made from 95% cotton, 5% spandex

footie



jungle jammin
(0-3m) AZOK10007
(3-6m) AZOK10008
(6-9m) AZOK10009



blue moon
(0-3m) AZOK10004
(3-6m) AZOK10005
(6-9m) AZOK10006



perennial
(0-3m) AZOK10001
(3-6m) AZOK10002
(6-9m) AZOK10003



swaddle blanket



zebra plant
ASWK10004



perennial
ASWK10003



jungle jammin
ASWK10007



blue moon
ASWK10001



knotted gown + hat gift set (0-3 months)



zebra plant
AGHK20004



perennial
AGHK20003



jungle jammin
AGHK20007



blue moon
AGHK20001



product details

95% cotton, 5% spandex,
machine washable

RRP

knotted gown + hat gift set £27.50 | €30,90
swaddle blanket £25.00 | €28,90
footie £22.00 | €24,50



baby bonding playmat
APMC10001

Playtime for two. Play and explore, side-by-side with baby, with the new baby bonding playmat from aden + anais™. Generously sized for parents and baby to interact during tummy time and play, this hand-embroidered cotton muslin mat piques baby's curiosity with fun sights and textures to explore. From rattles and tactile elements, to removable plush toys and sun mirror, the baby bonding playmat has 30+ developmental benefits to support baby's fine motor, sensory, cognitive, and gross motor development.

- + perfect for tummy time and playtime with hand-embroidered fabrics and toys to keep your baby entertained
- + features a reversible side in modern décor print to complement your home
- + machine washable
- + intended use for age 0+

Behind the craftsmanship: Each baby bonding playmat is made of high quality 100% muslin combed cotton with 100% hypoallergenic poly fill. All appliques are sewn manually by skilled artisans through hand-guided embroidery machines and hand-finished to create the perfect shape to each embroidered motif.

product details

RRP £85.00 | €99,90

single
one pre-washed, one layer of 100% cotton muslin front, 100% cotton canvas back with 100% hypoallergenic poly fill

packaging dimensions
43cm h x 51cm w x 10cm d
product dimensions
114cm x 114cm



play + discover activity gym
AAGM10001



The aden + anais play + discover activity gym keeps baby occupied with multiple features that support key developmental milestones. The premium birch wood and signature muslin delivers both the ultimate in comfort and development for baby as well as style to complement a modern home. It is a great place for tummy time while also stimulating sensory development, hand-eye coordination and self discovery.

- + extends the aden + anais signature aesthetic across the home/nursery
- + double layer fill inside the mat provides the utmost in comfort
- + signature cotton muslin fabric on both the mat and toys
- + premium birch wood arches that are easy to attach to and detach from the mat
- + tummy-time pillow included
- + 4 toys including a mirror suspended above baby for self discovery and entertainment as they lie on their backs
- + machine washable mat

product details

RRP £90.00 | €89,95

single
one 100% cotton muslin mat and
birch wood arches

packaging dimensions
73.66cm w x 8.89cm d x 40.64cm h
product dimensions
81cm Ø x 56cm h



play + discover activity gym ma fleur
AAGM10002

Coming July

NEW in 2023, the aden + anais playtime collection will expand to include the Ma Fleur activity gym. Featuring our top selling floral print, 3 new interactive toys, a hanging mirror and a tummy time pillow.

Like the original Activity Gym, it's designed to nurture 5 types of developmental skills. (Not to mention it looks gorgeous too!)



product details

RRP £90.00 | €89,95

single
one 100% cotton muslin mat and
birch wood arches

packaging dimensions
73.66cm w x 8.89cm d x 40.64cm h
product dimensions
81cm Ø x 56cm h



aden + anais™
essentials

spring/summer 2023



aden + anais™

e s s e n t i a l s

Our curated collection of baby must-haves is specially designed with you in mind. Featuring playful prints and crafted with a durable weave, each product is made to endure every mess and milestone in style. With premium yarn, functional construction and a comfortable texture, these are not just practical essentials – they are your forever go-to.



new

blushing bunnies
ESWC40023



new

harmony
ESWC40025



new

tanzania
ESWC40024



natural history
ESWC40014B



space explorers
ESWC40015B



flowers bloom
ESWC40010B



damsel
ESWC40012



time to dream
ESWC40020T



voyager
ESWC40018T



Disney princess
ESWC40017DIT



Dumbo new heights
ESWC40007DIB



Winnie + friends
ESWC40008DIB



tropicalia
ESWC40016B



alphabet animals
ESWC40022B



safari babes
G941B



dusty
G3103B



doll
G3100B

product details

RRP £34.99 | €42,90

4-pack
four pre-washed 112cm x 112cm, 100% cotton
muslin swaddles

packaging dimensions
28cm h x 28cm w x 6.5cm d



natural history
ESWC10017



space explorers
ESWC10018



tropicalia
ESWC10019



safari babes
G944B



doll
G3928B



Winnie + friends
ESWC10008DI



Dumbo new heights
ESWC10007DI

Disney
baby



product details

RRP single £10.99 | €13,90

single
one pre-washed 112cm x 112cm 100%
cotton muslin swaddle

packaging dimensions single
25.5cm h x 9.5cm w x 4cm



blushing bunnies
ESWC20029



harmony
ESWC20028



tanzania
ESWC20030



Disney princess
ESWC20022DI



silky soft muslin



healing nature
ESWS20005T



stencil
ESWS20007



product details

RRP 2-pack £21.99 | €26,90
RRP silky soft 2-pack
£21.99 | €26,90

2-pack
two pre-washed 112cm x 112cm, 100%
cotton muslin
2-pack silky soft
two pre-washed 112cm x 112cm, 100%
viscose made from bamboo

packaging dimensions 2-pack
26.9cm h x 5.4cm w x 19.4cm d



blushing bunnies
EMSC50015



harmony
EMSC50014



tanzania
EMSC50016



damsel
EMSC50012B



natural history
EMSC50011B



space explorers
EMSC50009B



tropicalia
EMSC50010B



doll
G3375B



dusty
G3378B



safari babes
G388B



Winnie + friends
EMSC50008DIB



Dumbo new heights
EMSC50007DIB



alphabet animals
EMSC50013B



product details

RRP £22.99 | €29,90

5-pack
five pre-washed 60cm x
60cm 100% cotton muslin
squares

packaging dimensions
21.5cm h x 19cm w x
4.5cm d



blushing bunnies
EMBC10021*



harmony
EMBC10020*



tanzania
EMBC10022*



alphabet animals
EMBC10019*



natural history
EMBC10013**



tropicalia
EMBC10015**



flowers bloom
embc10008**



space explorers
EMBC10014**

product details

RRP £34.99 | €42,90

single
one 112cm x 112cm pre-
washed 100% cotton
muslin blanket, four layers

packaging dimensions
*28cm w x 34cm h x 5cm d
**28cm w x 28cm h x 5cm d



natural history
(0-6m) ESEC10025
(6-18m) ESEC10026
(18-36m) ESEC10027



tropicalia
(0-6m) ESEC10031
(6-18m) ESEC10032
(18-36m) ESEC10033



dusty - stars
(0-6m) G20018
(6-18m) G20019
(18-36m) G20020



space explorers
(0-6M) ESEC10028
(6-18M) ESEC10029
(18-36M) ESEC10030



1.0 tog

	0-6 m	6-18 m	18-36 m
	51-69 cm	69-84 cm	84-98 cm
	3-8.5 kg	8.5-11.5 kg	11.5-15.5 kg

product details	
RRP £24.99 €29,90	
single one pre-washed 100% cotton muslin sleeping bag	packaging dimensions 24cm h x 19cm w x 2cm d



new

blushing bunnies
EBBC10025



new

harmony
EBBC10024



new

tanzania
EBBC10026



voyager
EBBC10022



time to dream
EBBC10021



tropicalia
EBBC10019E



flowers bloom
EBBC10012



natural history
EBBC10017E



space explorer
EBBC10018E



alphabet animals
EBBC10023



product details

RRP £9.99 | €12,90

single
one pre-washed 57cm x 28cm
100% cotton muslin burpy bib®

packaging dimensions
26 cm l x 36 cm h x 1 cm d



blushing bunnies
ESNC30019

harmony
ESNC30018

tanzania
ESNC30020



natural history
ESNC30012E



space explorers
ESNC30013E



flowers bloom
ESNC30010



doll
G3700B



tropicalia
ESNC30014E



Winnie + friends
ESNC30008DIE



Dumbo new heights
ESNC30007DIE



product details

RRP £12.99 | €16,90

3-pack
three 32.5cm x 23cm pre-washed
100% cotton muslin bibs

packaging dimensions
23cm w x 33cm h x 1cm d



natural history
EBNC20012E



space explorers
EBNC20013E



tropicalia
EBNC20014E



flowers bloom
EBNC20010



dusty
G3333B



product details

RRP £9.99 | €12,90

2-pack
two pre-washed 100% cotton
muslin bandana bibs

packaging dimensions
18 cm l x 29 cm h x 1 cm d



damsel
EHTC20019B



space explorers
EHTC20021B



safari babes
EHTC20013B



dusty
EHTC20005B



Dumbo new heights
EHTC20017DIB



Winnie + friends
EHTC20018DIB



seashore
EHTC20014B



blushing bunnies
EHTC20023



harmony
EHTC20022



tanzania
EHTC20024

product details

RRP £21.99 | €29,90

2-pack
two pre-washed 76 cm x 76 cm
cotton terry towel with muslin hood

packaging dimensions
23cm h x 6cm w x 33cm d



blushing bunnies
EWCC30013



harmony
EWCC30012



tanzania
EWCC30014



damsel
EWCC30009B



space explorers
EWCC30011B



safari babes
G667B



Dumbo new heights
EWCC30007DIB



Winnie + friends
EWCC30008DIB



product details

RRP £9.99 | €12,90

3-pack
three pre-washed 30 cm x 30 cm
100% cotton muslin washcloths

packaging dimensions
15.5cm h x 12.5cm w x 4cm d



micro chip
G965



pink mist
G963

Made with 100% cotton muslin and love, our musy mate® lovey is sure to comfort and delight your little one. The cuddly companion is small enough to give to a newborn and the ideal size for toddlers to carry. Plus, it's not only machine washable but it stays soft wash after wash.

- + **cuddly:** made of 100% cotton muslin with soothing satin trim
- + **easy care:** machine washable
- + **perfect size:** makes an ideal transitional object

NOTE: CONTAINS 100% POLYESTER FILL. FROM ALL NEW MATERIALS. HAND WASH.

product details		
RRP £12.99 €14.90	single one pre-washed cotton muslin musy mate® lovey with satin trim, single layer	product dimensions 41 cm x 41 cm



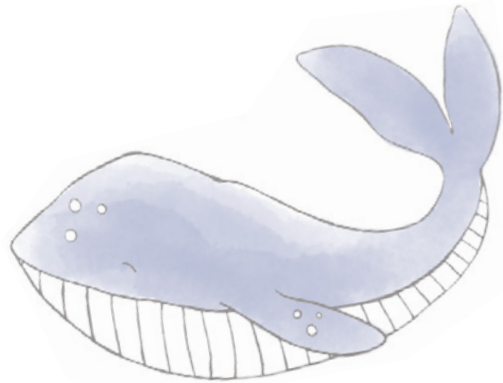
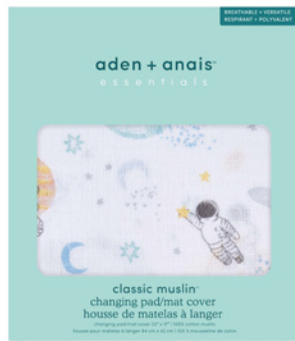
natural history
ECPC1007B



space explorers
ECPC10008B

our changing mat cover surrounds babies in comfy goodness with one layer of 100% cotton muslin.

- + comfy: made of two layers of 100% cotton muslin
- + tailored: fits standard changing pads and has slots for restraint straps
- + machine washable: stays soft wash after wash



product details

RRP £10.99 | €15,90

single
one 84cm x 42cm pre-washed 100% cotton muslin changing mat cover, one layer

packaging dimensions
23cm w x 23cm h x 3cm d



blushing bunnies
ESBC20005



tanzania
ESBC20007



dusty - stars
G3503B



safari babes
S518



doll - stars
G3500B



little ones can always be comforted by our soft cotton muslin with these soothing security blankets sized just right for tiny hands to hold.

Soft, gentle and breathable, our security blankets are sure to bring comforting thoughts and sweet dreams to little ones. Made of 100% cotton muslin with a satin trim, they are perfectly sized to be a constant companion for newborns and toddlers. Each set comes with two blankets so when one is in the laundry, the treasured possession won't be missed. Plus, the security blankets are pre-washed, so they are soft from the start and stay that way wash after wash.

- + Breathable: open weave allows for airflow
- + Practical: two identical security blankets; one for the wash and one for snuggling

product details

RRP £12.99 | €14,90

2-pack
two pre-washed 40cm x 40cm 100% cotton muslin security blankets with satin trim

packaging dimensions
21 cm l x 26 cm h x 1 cm p

Style meets functionality with our new aden + anais™ essentials easy swaddle™ collection, designed to make swaddling easier.

Discover fuss-free sleep with their new aden + anais™ essentials wrap swaddles designed to make swaddling easier. A roomy bottom reduces the risk of improper hip development, while a convenient zipper bottom allows baby to remain content during nappy changes for a more restful, soothing sleep.





dino-rama
0-3M EWSK30003
4-6M EWSK30004



fairy tale flowers
0-3M EWSK30001
4-6M EWSK30002



toile
0-3M EWSK30005
4-6M EWSK30006



- + **Practical:** soft, noiseless hook-and-loop closures fasten securely without disturbing baby's rest and adjust to grow with baby
- + **Convenient:** a quiet zip glides along the bottom seam, so baby remains content during nappy changes
- + **Effective:** promotes sound sleep by recreating the secure and cosy feeling of the womb, while preventing baby's natural Moro startle reflex from waking them

product details

RRP £34.99 | €42,90

3-pack
three 100% cotton wrap swaddles

packaging dimensions
26.10cm h x 5.90cm w x 21.20cm d



wild prairie
EWSM30003



scandinavian sky
EWSM30002



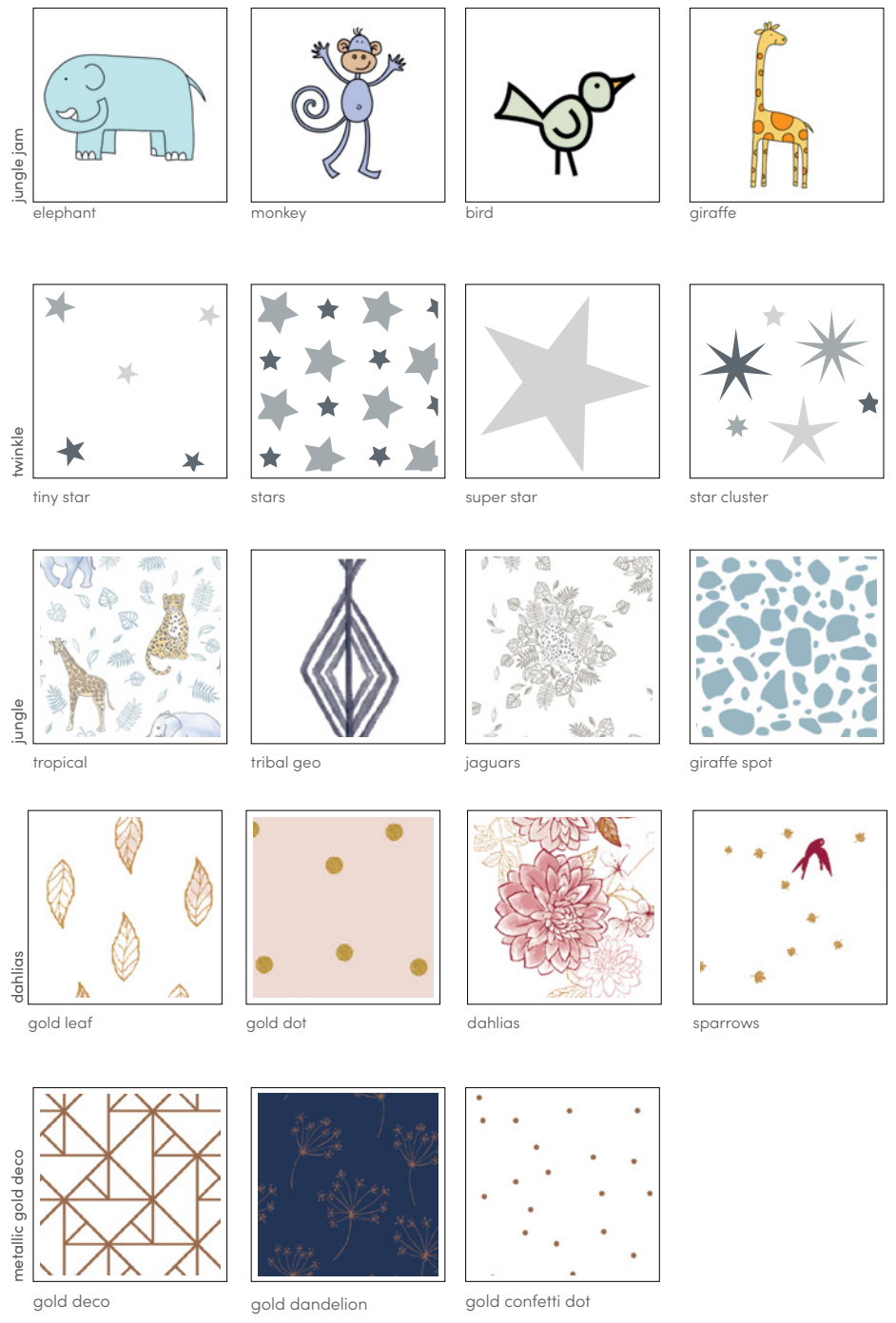
arts and crafts
EWSM30001



Extra-plush velboa fabric makes this our snuggliest Easy Swaddle yet. With double-sided softness, it's incredibly comfy (and gentle!) on delicate newborn skin. Zipper around the bottom for easy diaper changes without having to unswaddle. Roomy design allows for healthy development of hips. Machine washable + dryer safe. Includes multiple swaddles, so you'll always have an extra on hand.

product details		
RRP £34.99 €42,90	3-pack three 100% Velboa polyester fabric	packaging dimensions 21.5 cm h x 6 cm w x 22.5 cm d

classic muslin



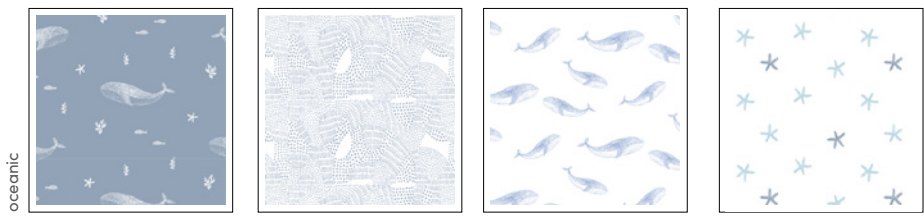
classic muslin



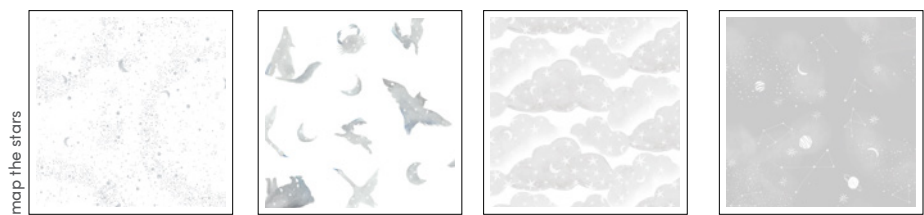
organic muslin



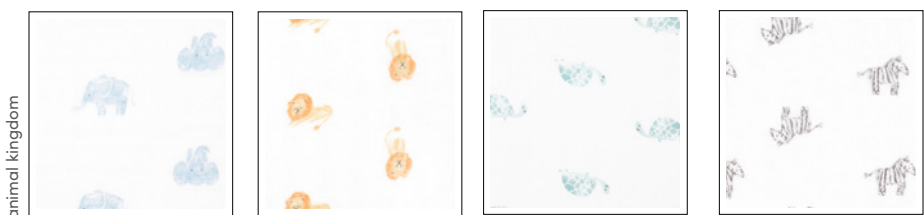
above the clouds twilight in the sky hot air balloons holographic heavens hot air balloons



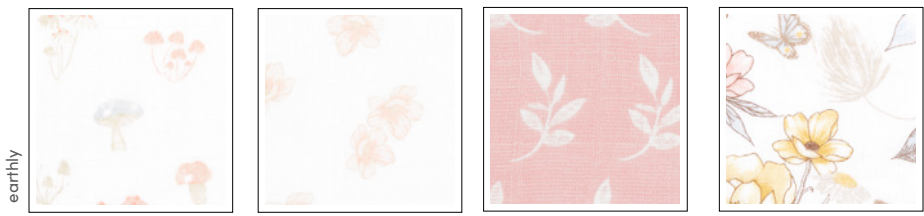
oceanic deep sea maritime blue whale starfish



map the stars andromeda sky animals starry clouds nebula

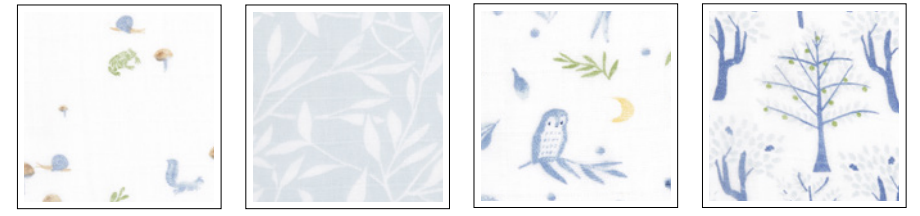


animal kingdom hello elephants hello lions hello turtles hello zebra

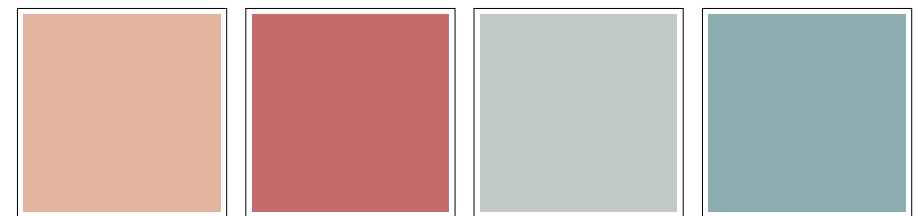


earthy forest floor forget me not laurel rosewood

organic muslin



chatter outdoors entwined sleepy forest treescape



mother earth pink sand faded red smoke aquifer

classic muslin



The Lion King



Simba



Trot



Flora



Dad

Mickey Mouse + Minnie Mouse



drawn together

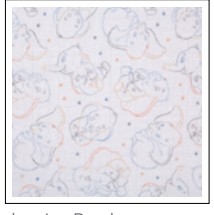


magic



thumbs up

my darling Dumbo



drawing Dumbo

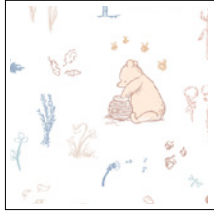


baby of mine



special delivery

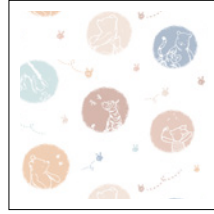
Winnie the Pooh in the woods



in the woods

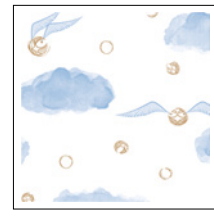


together again

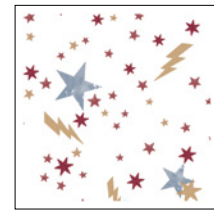


busy bee

Harry Potter™ iconic



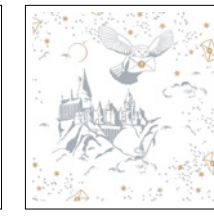
Snitch Dot



Invisibility Cloak



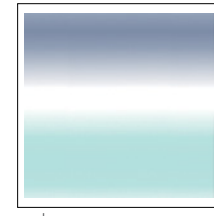
Hedwig



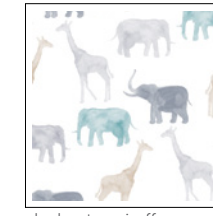
Letters from Hogwarts

Harry Potter

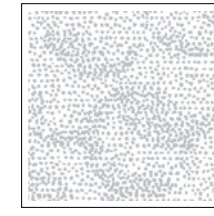
silky soft muslin



ombre

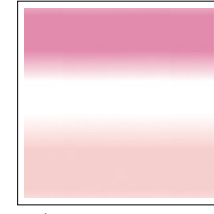


elephants + giraffes

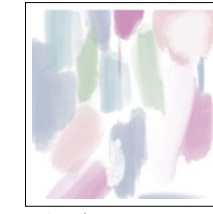


morse

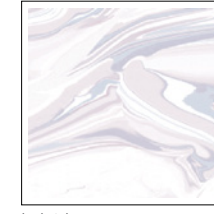
expedition



ombre

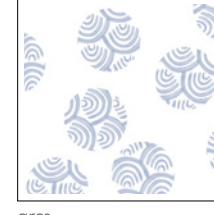


painterly



kaleidoscope

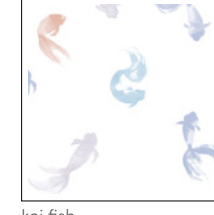
florentine



arcs

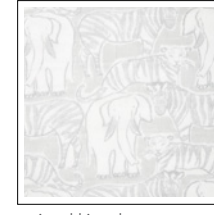


cherry blossoms

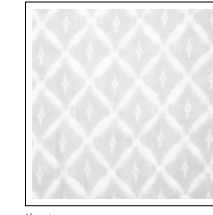


koi fish

koi pond



animal kingdom

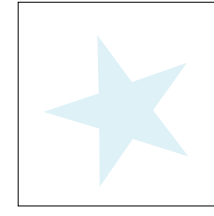


ikat



leaves

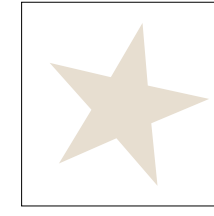
culture club



glacier blue medium star



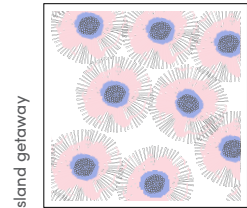
silver medium star



fawn medium star

milky way

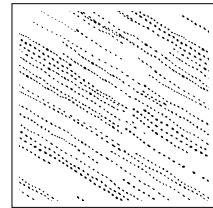
silky soft muslin



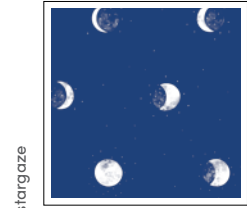
island getaway
flowers



leaves



rain



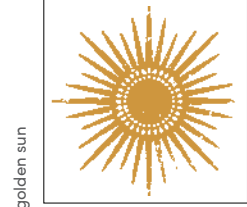
luna



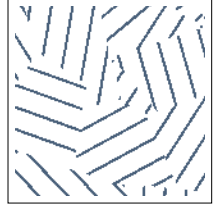
orbit



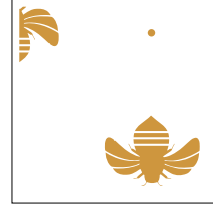
stellar



golden sun
summer sun



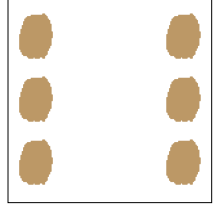
collage stripe



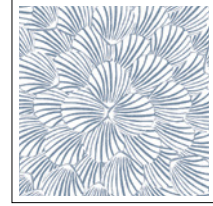
bees



marine gardens
floral seaweed

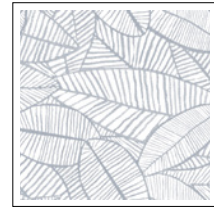


bead



mermaid fin

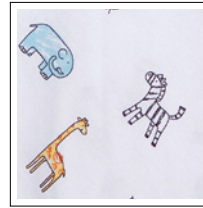
other fabrics



zebra plant



blue moon



jungle jammin'



perennial

comfort knit™



rosettes



heather grey

snuggle knit™

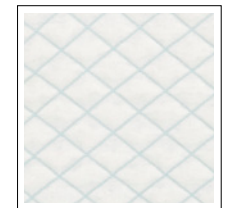


baby bonding playmat



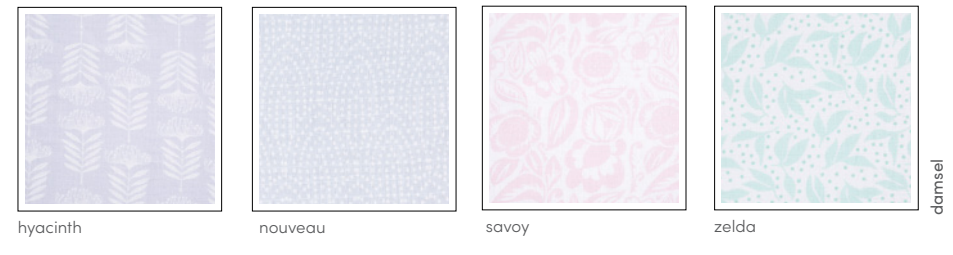
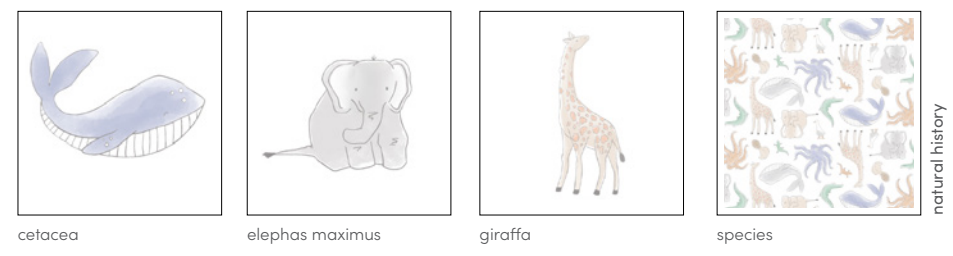
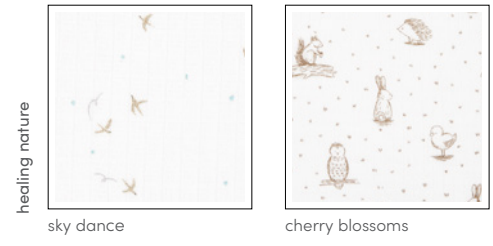
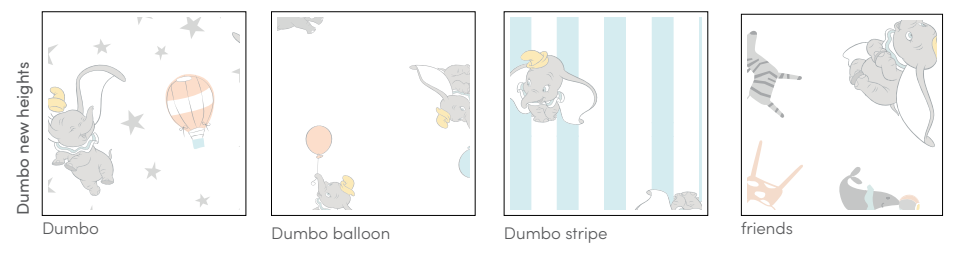
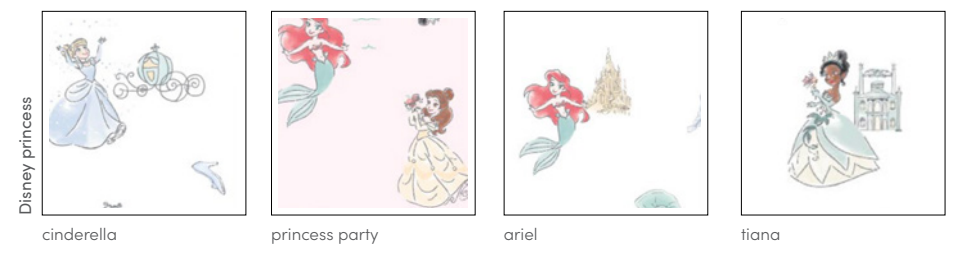
baby activity gym

playtime collection



cream/mint

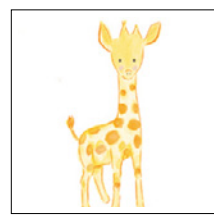
snug fit



safari babes



elephant



giraffe

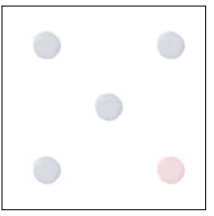


zebra



tiger

doll



pink and gray dot



stars

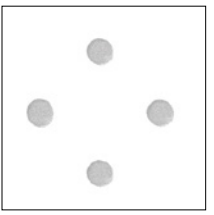


stripe with ground

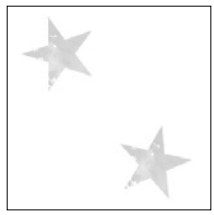


thin stripe

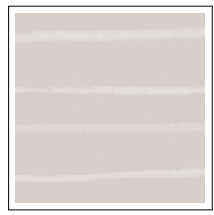
dusty



dot



stars

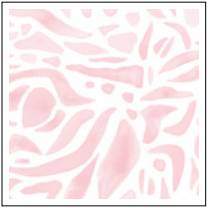


stripe with ground



thin stripe

tropicalia



animal print



big dot

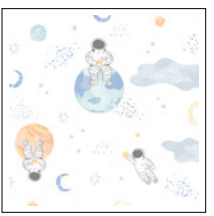


jungle bird

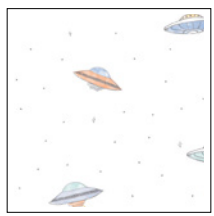


pineapple toss

space explorers



explorers



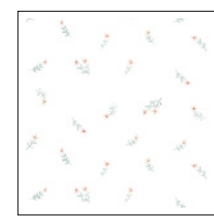
spaceship



stars



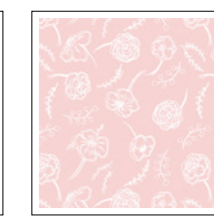
stratosphere



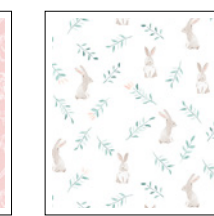
asters



bunny portrait

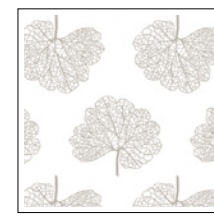


delicate flower

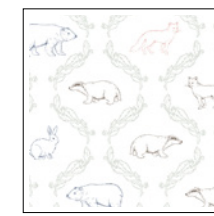


sweet bunnies

blushing bunnies



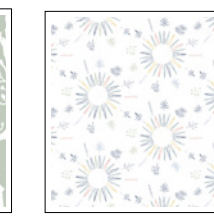
big leaf



folk forest



silhouette



sunburst

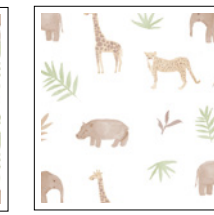
harmony



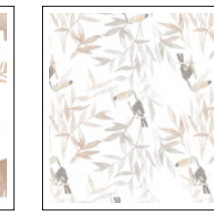
zig zag



hiding spot

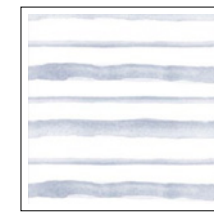


great migration



mahale

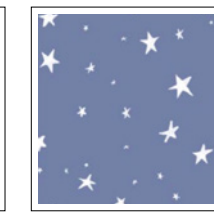
tanzania



gray down stripes



happy tales



under the stars



baby blues

time to dream



coral blush



in the forest



flowers

fairy tale flowers

essentials

dino-rama



bel air blue



dino-rama



dino-tracks

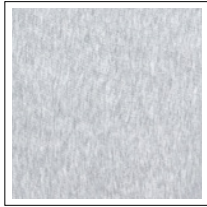
toile



jungle animals



bark cloth



heather gray

savanna spots



better together



heather gray

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