

Fashion in the bag!

NATALIE MILLAR-PARTRIDGE meets a designer who has turned an everyday item into a fashion statement

SLEEPING Beauties is the brainchild of fashion designer Leah Nicholls, set up in 2016, inspired by her love for the beautiful Devonshire countryside she grew up in, teamed with eclectic prints from the catwalks. Leah has created a unique range of 100% cotton machine washable sleeping bags in an array of vibrant prints and dreamy colours.

Sleeping under the stars feels even more magical when you're doing it in a beautiful artisan sleeping bag! This is the philosophy behind Leah's self-made brand.

"My ethos behind the product was built around wanting people to experience the great outdoors without sacrificing style or luxury. A beautifully printed cotton sleeping bag was the answer - It combines my love of camping and festivals with my passion for prints, fabrics and design," says Leah of her concept.

Leah grew up in the rural outskirts of Chudleigh, South Devon, something she is certain influenced her love for outdoor adventure. "Growing up, rather than holidaying abroad, my family and I went camping in Devon or Cornwall. There's

nothing better than sleeping outside in the fresh air, its second nature to me," says Leah.

Leah's statement sleeping bags embody all there is to love about the great outdoors, with the addition of a unique stylish print, both inside and out.

A former designer for the UK high street as well as international brands, Leah is no stranger to ever changing fashion trends. "From working as a high street fashion designer for ten years, for brands such as ASOS, Next and Miss Selfridge, I wanted to eliminate the 'throw away fashion' concept by creating something truly unique, an artisan made product that has longevity, to be treasured," says Leah.

Inspired by her love of festivals and global backpacking jaunts, Leah tapped into the glamping market, setting out to design a more luxurious camping product.

When styling the look of the bags, Leah opted for original boho-inspired prints. "I wanted the bags to have a sense of luxury with a nod to catwalk trends yet at the same time, to be warm and cosy.



The Sleeping Beauties bags work inside or out



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LEAH'S COLLECTION

Leah's vibrant collection consists of six original prints with each sleeping bag telling a different story

Geo Dreaming: A pretty palette of soft pastel hues inspired by the blue sea and white sands of the coast of Ibiza.

Indian Tapestry: A vibrant print of hot orange, teals and sun burnt reds, inspired by the dancing until dawn at festivals.

Wild Floral: A cream, burnt orange, yellow and green painterly vision of wild blooms, inspired by Coachella.

Peacock: A paisley print in turquoise and cerise, inspired by the palms and printed saris found on Venice Beach.

Fly Away Floral: A floral print in blues and pinks, reminiscent of quintessential garden parties during British summertime.

Vintage Patchwork: A quilted patchwork effect, inspired by the flea markets and vintage shops of Berlin.

The Sleeping Beauties range features sleeping bags in an array of vibrant prints and dreamy colours

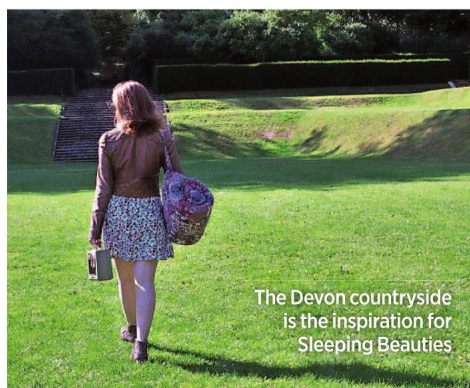
When designing the prints, I drew inspiration from my experiences shopping around the globe, along with the latest high-end fashion trends for beautiful patterns and colour palettes."

Each sleeping bag comes with a matching pillowcase and eye mask and is unique in terms of style and pattern, boasting special features such as a concealed inner pocket for your phone and keys, with tassels and pompom zip pullers.

Beautifully crafted, Sleeping Beauties make for the perfect accessory, both practical and stylish, to be used time and again.

Whether you find yourself sleeping in a tent, yurt, hut, villa, cabin, tipi, tree house, or even in your own garden, Sleeping Beauties present the ultimate sleeping bag, allowing you to experience the great outdoors without sacrificing style or luxury.

The artisan sleeping bags are a perfect fit for the current on-trend glamping market. "They are unique and beautifully crafted. You won't find anything like this on the



high street," says Leah of their appeal.

Leah has recently launched double sleeping bags, along with a range of accessories including tote bags and bunting. "I'd love to develop a sleepwear collection that sits perfectly with the sleeping bags. The idea is to create a lifestyle brand, around the great outdoors including printed tipis, tents and hammocks," Leah enthuses. ♦ sleepingbagbeauties.com