

Sleeping in style

A relaxed chillout vibe, an opportunity to treat yourself to something lovely and great comfort factor are all elements which go in the mix to make an extra special holiday.

So how do you roll all that wonderful holiday atmosphere and those extra-special elements into one? We think we've found the answer!

It was attending a glamping wedding and the Coachella festival in Los Angeles last year that led to the creation of Leah Nicholls' burgeoning sleeping bag business.

"I noticed that all the camping merchandise was dull, I wanted something stylish and more luxurious to sleep in" says Leah. "I'm passionate about innovative design and making them just clicked with me; it's the perfect way to express myself."

The Devon-born fashion designer-

cum entrepreneur moved to London in 2007 as a designer to the UK and European high street.

No stranger to ever changing fashion trends, Leah wanted to eliminate the 'throw away fashion' concept within the festival camping industry by creating something unique that will be treasured.

"Many of the high street nylon sleeping bags are left at festivals or stored away at home and forgotten about" she says. Inspired by the kaleidoscope of colours and vivid prints strutting down the catwalks, she started designing her own sleeping bags and set up Sleeping Beauties Ltd.

A MULTITUDE OF USES

"A Sleeping Beauties sleeping bag can be used as a throw on your bed or sofa, or used as guest bedding in your home or your campervan, you won't want to keep these hidden away," explains Leah.

When conceptualising the look of the bags, she opted for original prints using soft washed cotton "I wanted the bags to have a sense of luxury with a nod to the catwalks but also to be warm and cosy," says Leah.

"Designing the prints has been the most fun as I've been inspired by my own glamping holidays and global shopping trips to help me



Beautifully
crafted

Sleeping Beauties come with a matching pillowcase and eyemask, and handles so they can be carried like a bag

ethical and I spend a lot of time in Delhi” explains Leah, who makes sure she’s on hand throughout the entire design and manufacturing process. The bags are then subjected to Leah’s trademark finishes – they each have fun tassels and pom pom zip pullers that all rolls up conveniently to be carried like a bag.

THOUGHTFUL DESIGN

After extensive market research, it was apparent that most girls sleep with their handbags at their feet at festivals, so a concealed inner pocket was incorporated into the design for camping essentials such as your phone, tissues and keys plus each bag comes with a matching pillowcase and eye mask. [HL](#)

create the most stylish patterns and brilliant colour palettes.”

THAT FEEL GOOD VIBE

There’s a vibrant collection of six original prints and each bag tells a different story. You can choose from Geo Dreaming; a pretty palette of soft pastel hues inspired by the chilled vibes, blue sea and beaches of Ibiza or Indian Tapestry; a vibrant print of hot orange, teals

and sun burnt reds inspired by the dancing until dawn at Glastonbury.

PLENTY OF ROOM

This season, the brand is launching its first range of double sleeping bags as there is a huge gap in the market for beautifully printed cotton options.

“Each sleeping bag is made by a factory in India which I have worked with during my fashion career. It is important to me to ensure that everything is

FOR MORE INFORMATION

Sleeping Beauties are priced at £69.99 for singles and £139.99 for doubles and can be bought online at www.sleepingbagbeauties.com



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SLEEPING BEAUTIES