



MoochicBaby Relaunches!

23 May 2022. MoochicBaby - the artisan handcrafted baby and children's lifestyle brand - is delighted to announce that it has rebranded and relaunched with a vibrant collection of quilted blankets, pyjamas, dohars, muslins and hooded towels featuring unique designs, created by block printing artisans in Jaipur, India.

The colourful collection features pyjamas (£37.99) in ages 2-5 years, large quilted blankets (£74.99), three-layered dohar blankets (£37.99), baby hooded towels (£27.99) and muslins (£19.99), in an eye-catching choice of tuk tuk, ladybird, rabbit, dragonfly, sea horse, frog, chick, butterfly, turtle, penguin and dolphin prints.

The 100% cotton fabrics have been lovingly printed with non-toxic dyes using hand carved teak printing blocks. Each colour in the pattern uses a different printing block and the result is a multi-dimensional artwork, which brings the designs to life and captures a child's imagination!





Starting out on a small market stall in Marylebone in 2009, MoochicBaby was created whilst founders Aneesa Daswani and Yuva Gurbaxani were on maternity leave with their first babies. They shared a mutual frustration of not being able to find affordable, good quality cotton bedding with playful prints, to add character to a child's bedroom. So, the pair set about creating their own collection of bedding and pyjamas.

Yuva's intrinsic understanding of the printing process which is derived from her deep-rooted generational family ties to the artisan block printing capital Jaipur, combined with Aneesa's desire to modernise the age-old craft from her Indian heritage, has resulted in a truly unique range which captures the beauty of a tradition dating back more than 3000 years.

The MoochicBaby collection will continue to expand throughout 2022 with the addition of new waffle towels, wash bags, a range of bedding featuring geometric and floral hand block prints, and baby onesies to match the pyjama range for twinning with older siblings!



***For more information, please contact Melissa at Fuse Communications
020 7586 9494 / melissa@fusecommunications.co.uk***