



## TODDY SUMMER 09 - HOUSE OF CARDS

The offbeat Melbourne pajama label that launched earlier this year with a series of kooky retro style bumflap onesies is back with a standout new summer range - House of Cards.

Drawing on all things mime, magic and mischief, the new range features theatrical black and red stripes and an original playing card print, set off against bold black and red stretch cotton.

Striking stripes and cards play out on a canvas of vintage styles including playful cropped tanks, cheeky mini playsuits, sexy French shorts, harem style cropped pants, and quirky three quarter onesies - complete with bumflap of course!

Sticking it to the myriad of vanilla sleepwear and casual wear brands flooding the market, Toddy is literally a breath of fresh air with its offbeat approach and commitment to original design, boutique exclusivity and 100% Australia cotton-rich fabric and manufacture.

Toddy also keeps Australian made designer fashion affordable by selling online only - avoiding the huge mark-ups inherent with stocking in stores. Sold exclusively through [www.toddy.com.au](http://www.toddy.com.au), it all adds up to a highly personable, enjoyable shopping experience.

**Be sure to visit [www.toddy.com.au](http://www.toddy.com.au)!**



## About the Designer

**Launched in March** this year, Toddy is the brainchild of new kid on the block, Michelle Legge, who together with a lucid imagination and a sunny studio in West Melbourne has succeeded in creating a one of a kind **sleepwear range and online store** just in time for the onesie revolution!

Toddy's philosophy centres on providing a **quirky alternative to mainstream sleepwear** fashion. Rather than serving up the usual fluffy teddies and sappy hearts, Toddy creates an offbeat land of make belief, where highly individual and original print designs shape a truly fascinating place to sleep. All fabric prints are created by Michelle and following her compulsion with quality, the range is **100% Australian made from 100% Australian fabric**.

Undoubtedly, the lynch pin in the Toddy range is the glorious Toddy Onesie, or '**Toddy Suit**' as Michelle calls them. Referencing all manner of vintage long john and childhood jumpsuit, the Toddy Onesie transports you back in time to the days of bedtime stories and tuck-ins. The 'Toddy Suit' even comes complete with a **buttoned drop seat**, so sleepy-eyed Toddy kids can answer the call of nature in complete warmth and comfort!

As with the rest of the range, the 'Toddy Suit' is designed to be **unisex**, spanning sizes small, medium, large and extra large. Creating a unisex range further emphasis Michelle's desire to break the mould with Toddy and continuously mix things up.

Completing the Toddy range is a **series of sleepwear staples**, each treated with a unique design twist to keep things interesting. In keeping with the **retro children's pajama** theme, Toddy also offers matching PJ sets consisting of lusciously cute tops, cardigans, tanks, singlets, shorts, boxers, all made from the softest cotton-rich Lycra blend and finished with ribbing and studs.

- Ends -

**FOR MORE INFORMATION, EDITORIAL ENQUIRIES OR TO INTERVIEW THE DESIGNER, PLEASE CONTACT MICHELLE LEGGE DIRECTLY AT MICHELLE@TODDY.COM.AU, OR CALL HER ON +61 (0) 401 018 318.**