



FOR IMMEDIATE RELEASE MARCH 2009

Sleepwear label Toddy keeps the cool kids cosy this winter!

If you secretly harbour an all-consuming obsession for snug, offbeat pajamas, then breathe a sigh of relief as you drink in the hot-chocolaty goodness that is **Toddy**.

Launched in 2008, 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**.

Picked up by it-blogs Cool Hunter, Lifelounge, The Vine, Dazed Digital, and ThreeThousand, Toddy has quickly picked up a **cult following** by early adopters looking for something different. Now it's time to spread the word to a wider audience because everyone deserves to be cute and snugly after all!

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 believe, 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**.

Finally, with the whole range **priced under \$100**, owning a piece of quality, Australia-made fashion won't have to break the bank!

Check out the range at www.toddy.com.au



FOR MORE INFORMATION PLEASE CONTACT MICHELLE LEGGE DIRECTLY AT
MICHELLE@TODDY.COM.AU, OR CALL +61 (0) 401 018 318.

TODDY WINTER CATALOGUE

Drift gently into the fright with 'Log Cabin Lullaby'.



Redrum Toddy Suit

Aus \$120



Amy Toddy Suit

Aus \$120



Frogger Toddy Suit

Aus \$120



Roary Toddy Suit

Aus \$135



Booboo Toddy Suit

Aus \$135



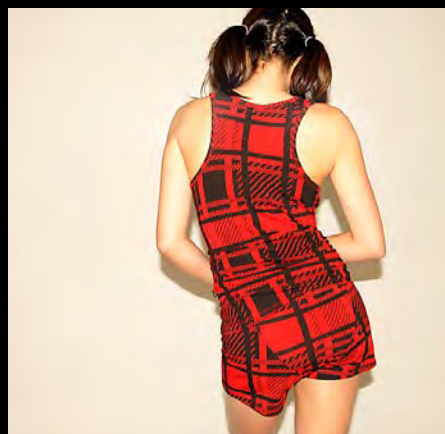
Bloody Mary Nighty

Aus \$70



Buzzem Fuzzem Nighty

Aus \$70



Haggis Ababa Singlet

Aus \$60



Bad Boys Blue Singlet

Aus \$60



Blood Runner Legging

Aus \$80



Orgen Borgen Legging

Aus \$80



Rootin' Tootin' Legging

Aus \$80



Cook Me Eggs Shorties

Aus \$40



Mitchell Turtle Shorties

Aus \$40



Porky Rollo Shorties

Aus \$40



Red Rider Cardy

Aus \$90



Toto Cardy

Aus \$90



It's Plaid To See Cardy

Aus \$90



Space Koala Pj Top

Aus \$80



Galaxy Goanna Pj Top

Aus \$80



Mars Invades Pj Top

Aus \$80