

MEDIA RELEASE

Classic Kids PJ's Prove A Hit

Rube & Harri was established by Angela Smith in November 2009 and designs and produces high quality, practical and beautiful sleepwear for children. Angela started the business after experiencing frustration trying to buy classically beautiful pyjamas for her young daughter. She quickly realised that some of her other friends felt the same, and started thinking about how wonderful it would be for her children to have pyjamas like she had as a child.

Angela named her business after her children, Ruby (now 6 ½) and Harriet (4 ½), and shortened the names to come up with 'Rube & Harri'. She has since had one more son, Hugo (18mths), and has affectionately named a style this season after him.

Angela Smith said "I genuinely love what I do now, after many years in the corporate sector. I particularly love designing each range. That is, hatching a concept for the range – which might start as a scrap book of clippings of fabric swatches, paint colours, a label off a cereal box, to designing the styles and then bringing it all together to develop the fabric prints. I love working with colours – the options are endless".

"Inspiration from my range comes from things like flowers from my garden, a family beach holiday, a gorgeous book read while enjoying a deep bath, a laugh with my beautiful children...I could go on! I have always had a love of beautiful fabrics, quality products and enjoy trying new things" Angela continued.

Rube & Harri was launched just after the world financial crisis (GFC) and had only intended at the time to sell direct to customers their online store www.rubeandharri.com.au. Orders have increased season to season though, and the range is stocked in over 40 stores nationally.

This year the business was affected by the January floods that swept across Queensland, and the Toowoomba based office and warehouse suffered rising damp problems. It took 4 weeks to clean up, and sales declined during that time.

Rube & Harri were accepted into the Small Business Advisory Services – National Disaster Assistance (SBAS-NDA) program that was set up to provide support to small businesses directly or indirectly impacted by all the natural disasters that occurred in Australia since October 2010. They now have the opportunity with the Belmont Business Enterprise Centre (Belmont BEC) to receive business assistance 'virtually' through 'My business incubator'. The program delivers support via one-on-one telephone assistance, email, mentoring through web meetings and group training webinars. All services are provided free or low cost, by specialist business advisors and with assistance from industry professionals.

Angela Smith said, "By taking advantage of the SBAS-NDA program and continuing to hone our business skills we will be introducing new sizes into our range for Winter 2012. We're also going to expand the range into playwear, and looking at the possibility of launching an adult size range, thanks to so much positive feedback. We can now see exciting times ahead for Rube & Harri!".

To find out more about the SBAS-NDA program or the business advisory services offered by Belmont BEC, log onto www.mybusinessincubator.com.au/register or www.belmontbec.com

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'The services provided by Belmont Business Enterprise Centre Inc are funded by the Australian Government'

About: Rube & Harri

Australian owned, Rube & Harri creates stylish children's sleepwear.

Founded by owner and designer, Angela Smith, Rube & Harri embraces the purity and innocence of childhood and is devoted to offering classic pyjamas for boys and girls that are a timeless blend of unique prints and traditional cotton fabrics.

They create children's sleepwear (pyjamas and nighties – 100% cotton) for boys and girls aged 2 to 7. Due to demand from stores and customers they are expanding to size 14 as of Winter 2012. Rube & Hari are also offering playwear in Winter 2012. The pyjamas are designed to look so good that your child can stay in them all day if they wish.

A mother of three, Angela understands the difficulty of shopping with small children – traffic, parking, browsing, long lines at the shopping register – which is why she designed shopping at Rube & Harri to be convenient, enjoyable and easy. Rube & Harri brings customers the convenience of shopping online when it suits them (24 hours, 7 days a week).

Rube & Harri also understands the importance of natural fibres on children's bodies. The nighties and pyjamas are made of 100% cotton, meaning the fabrics breathes, making it more cool and comfortable for children to wear, even for those with the most sensitive of skins.

Rube & Harri create pyjamas that children won't want to take off!

www.rubeandharri.com.au

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