

BEHIND THE BRAND

THE MAGIC OF CHILDHOOD

MADE IN AUSTRALIA



love jessie

for the curious minds



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ABOUT US

*where the magic of childhood
meets innovative design ideas*

Little hands, little bodies, so many companion toys. I decided to create a seamless clothing and play accessory experience for our little people. I didn't want straps. I wanted my child to have play accessories that were easy, that I could take in my handbag, take on and off whenever we pleased with little effort, and I wanted my child to look good and feel good whilst wearing it.

I also really wanted a spot for my daughter's special little bunny. For bunny to come shopping with us without having to sit solo in the shopping trolley (my attempt at avoiding us losing bunny and dealing with endless tears).

Our range is for all the families who value the importance of imaginary

play and companionship for our special little people.

Easy to wear, comfortable, traditional and durable clothing with attachable play accessories that spark imaginary play, creativity and independence for the important little people in our lives.

Love Jessie's first play accessory is our Everleigh Companion Carrier which has been designed in conjunction with our clothing range to maximise comfort, convenience and learning opportunities, ensuring little ones looks stylish and comfortable all while sparking imaginary play on the go.

Our range is patented and design protected, making it truly one of a kind.

We are forever inspired by the time that we enjoy in nature together.



OUR ETHOS

sustainable, ethical, small



Love Jessie is a brand built on the way that children are; curious about the world, wanting to explore and play their own way.

Like many little ones, Jess' children love love love (yep love x 3) imaginary play. The opportunities for play and the benefits are absolutely endless. Over the years, Jess has spent countless hours observing how her children play and trialled endless amounts of play accessories. She has experienced first hand the frustrations of attaching play accessories to little bodies- with loose straps here and there that leave mum having to tie them in various different ways to strive

for a comfortable fit that didn't fall apart mid-cartwheel.

So with never enough hands to carry all her companions, Jess would struggle to get her daughter out of the door. This is where the idea for Love Jessie began.

Love Jessie wants to take the difficulty out of integrating imaginary play with children's wear, and bring it into a light that is useful, easy, functional and beautiful.

With this in mind, Jess has created a brand that embodies children's crazy curiosity in apparel that includes space for

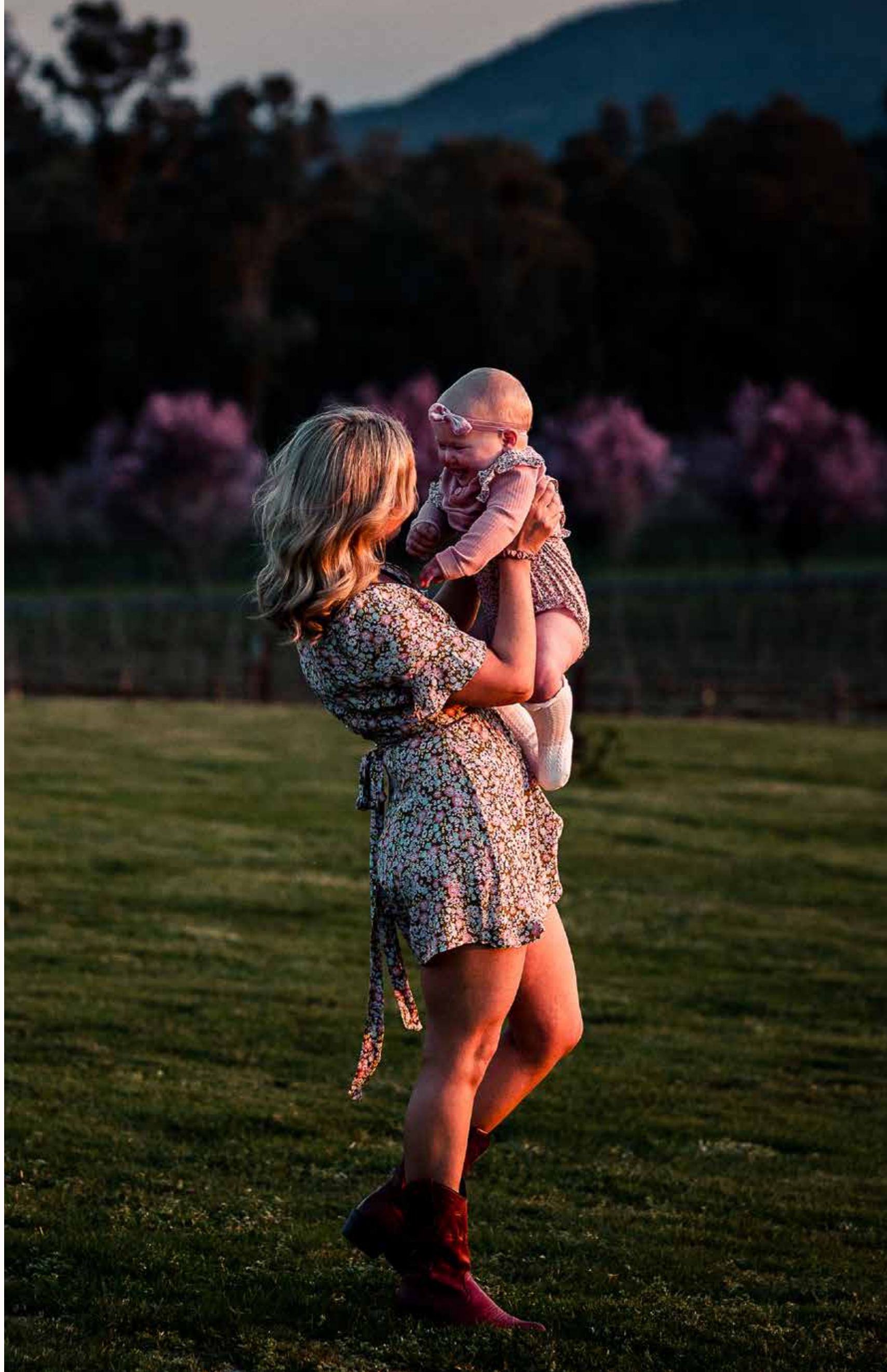
all their companions.

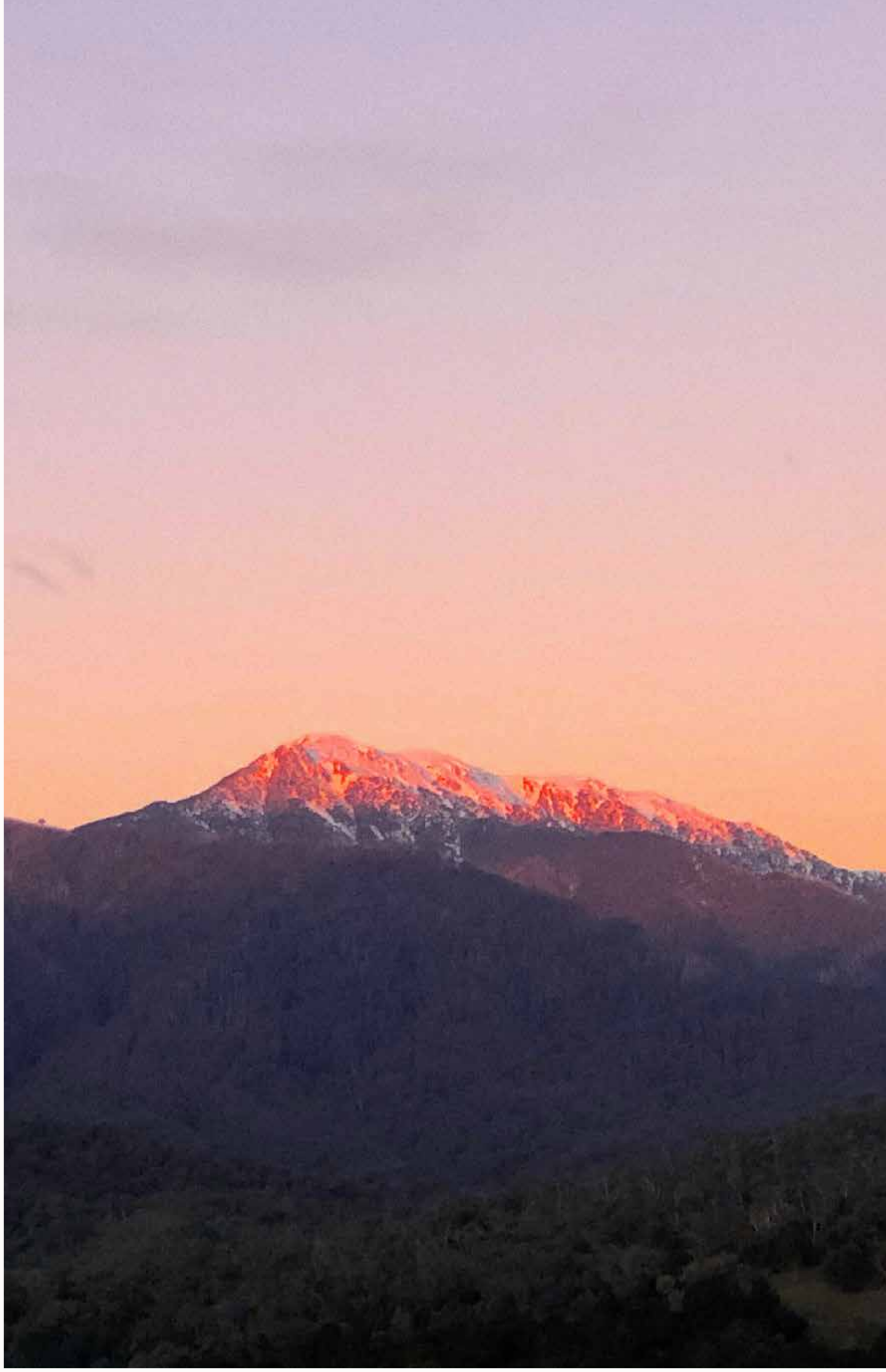
Based in North East Victoria, Love Jessie is proud to be 100% Australian owned and made. The range is designed by Jess in Victoria and sewn by a team in Melbourne. Love Jessie prides itself on building a team environment that is collaborative and supportive, working closely with a graphic designer to bring Jess' visions to life.

Love Jessie also strives to be a sustainable business, using 100% post-consumer recycled paper for marketing materials and thinking of mother nature first when it comes to sourcing sustainable fibres that are made to last.

Love Jessie reflects kindness, sustainability and the lightness of little ones and their personalities.

Our founder Jess is mum to two little ones.





AUSTRALIAN MADE

a home in North East Victoria



Mount Beauty is an endless source of inspiration.

Based in the beautiful Kiewa Valley in North East Victoria, Love Jessie places high value on the quality of their products and the impact that the brand has on the environment.

Love Jessie hopes to be a brand with timeless designs that can be passed down through families for years to come.

All Love Jessie garments are designed by our Victorian-based team, with Jess leading the unique creative vision.

Love Jessie proudly prints all paper products, such as our swing tags and marketing material, on 100% post-consumer recycled paper with a Melbourne-based small business.

All designs are sewn by our incredible team in Melbourne, who we absolutely adore working with to bring these designs to life.

Love Jessie aims to support local businesses through wholesale relationships, where our online store can stock gorgeous additions to any Love Jessie purchase with handmade local goodies.

Love Jessie is a brand inspired by children's curious and gentle nature, allowing them to play and learn as they grow.





MAGIC OF CHILDHOOD

spreading the joy

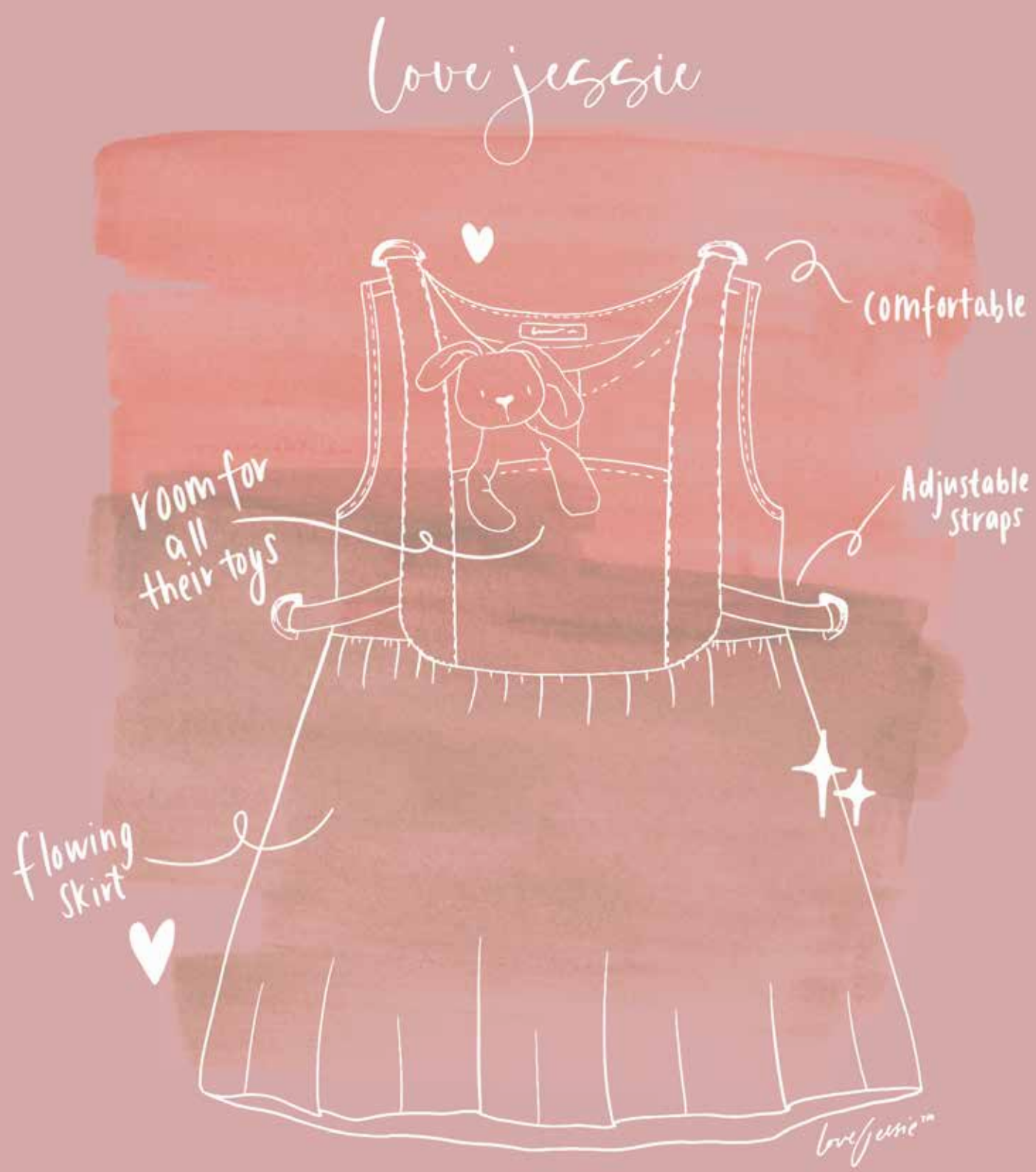
Wandering around with wide-eyes, curious at the world and excited by what it has to offer, running barefeet and picking up flowers, leaves and anything in arms reach along the way, reading about fairies and mushroom rings and believing that these things are real.

Love Jessie aims to spread the magic of childhood to as many families as we can, encouraging

imaginative play and making memories for you to cherish.

Inspired by Jess' own two children, Love Jessie is a brand that understands what little one's need to stimulate their senses, while understanding what parents need to aid their learning as they grow.

Read more about the magic of childhood at www.lovejessie.com.au





We work hard to embody our values into everything that we do, including our sustainable packaging and marketing materials.

OUR RANGE

the everleigh collection

The Love Jessie TM Everleigh Companion Dress, our Signature Release, is an easy to wear, comfortable, traditional and quality dress made to be compatible with our Love Jessie TM Everleigh Companion Carrier (play accessory) designed to spark imaginary play, creativity and independence for the important little people in our lives.

This dress is special. This dress has been designed thoughtfully in conjunction with our Love Jessie TM play accessory, the Everleigh Companion Carrier. By adding this accessory little girl's can take their favourite companion toy wherever they go, keeping dolly or bunny secure, safe and perfectly positioned for good old fashioned role play.

Our Love Jessie TM Everleigh Companion dress is made with comfortable fabric designed to be flexible and to move playfully with little bodies. The dress has a gorgeous Liberty Floral Sleeve adding elegance and playfulness to the design. The dress also features a tie for adding a bow at the back whilst being able to draw in the waist if required.

The dress has rose gold "links" on the top of the shoulders and at the waist to enable our Everleigh Companion Carrier to be attached and detached easily to enable flexible play opportunities. The waist links can be used to thread the waist tie through when the carrier is not in use!

The dress is easy to put on our little people with four snap buttons down the centre top of the dress. This allows for a wide opening for those that like to slip the dress on over the head or through the legs first.

The dress will also fit a short sleeve or long sleeve top on underneath for those chilly mornings or for those wanting to change the look of this, designed to be, everyday dress.

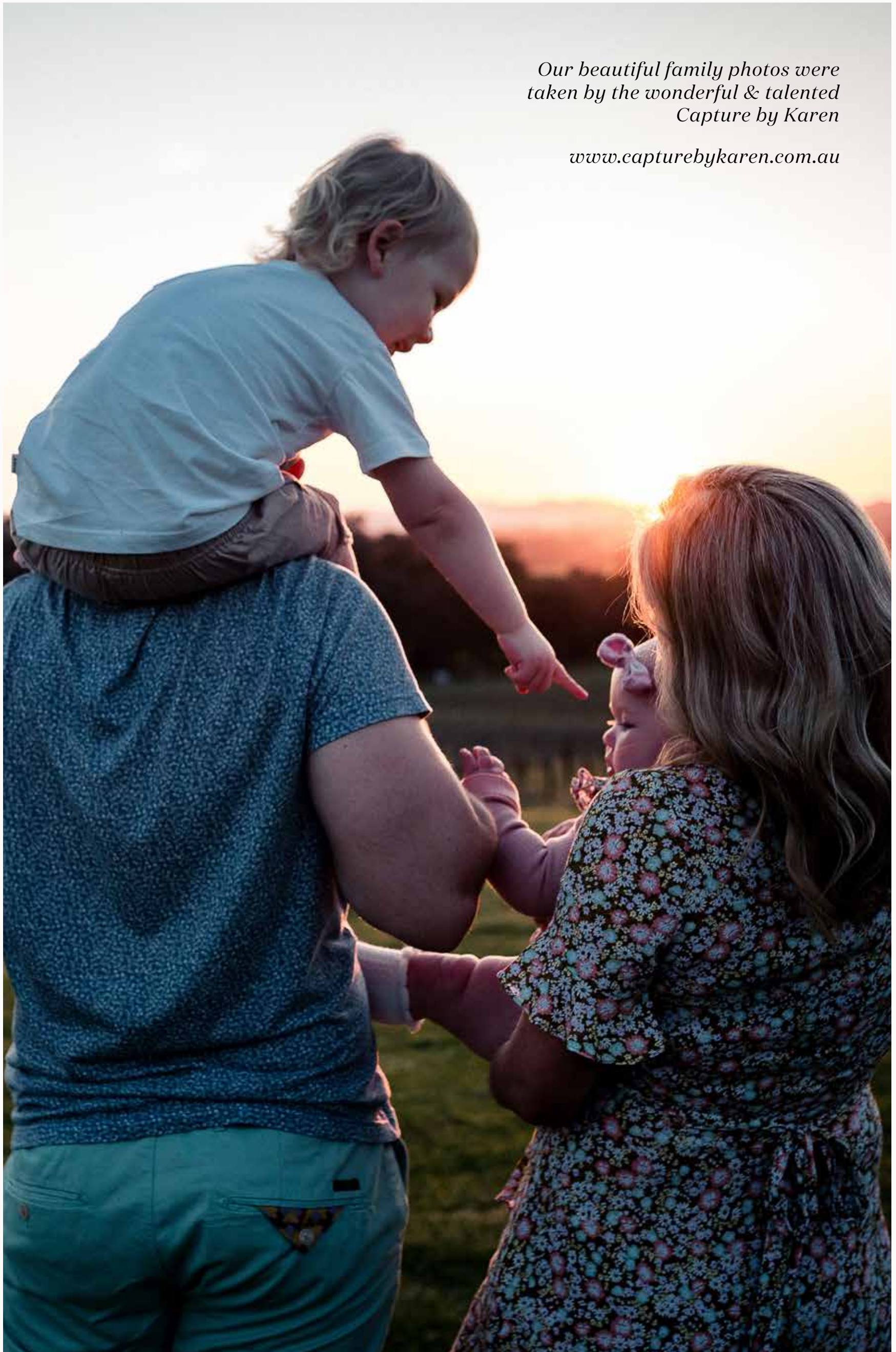
Our Love Jessie TM Everleigh Companion Dress is going to be loved and worn!


Our Love Jessie TM range of play accessories will grow to offer more play opportunities for our special little people. Once you have the dress, look out for opportunities to add other play accessories!

Love Jessie TM believes in slow fashion, sustainability and ethical practices. This is why our range is produced in small quantities. When wearing the Love Jessie TM Everleigh Collection, you are helping to support slow fashion, ethical practices and the Australian people and industries.

*Our beautiful family photos were
taken by the wonderful & talented
Capture by Karen*

www.capturebykaren.com.au



A close-up photograph of a piece of pink paper with various white hand-drawn patterns. The patterns include rainbows, suns with rays, stars, hearts, and the words "love" and "to" in a cursive script. The paper is folded, creating a diagonal crease across the image.

*All of our branding and design work
is completed by talented creative
Rachel at Pearls of Ponder Studio.*

www.pearlsofponder.com



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