



MORI

Brand Deck
2020

babymori.com

Our story

We believe that every moment is worth embracing; from the sleep deprived times to the snuggles fuelled by laughter, each moment is a magical milestone for your family. That's why at MORI we create products that help to **welcome a baby into the world** and beyond, with a **gentle touch** from **sustainable materials**.

Since 2015 we have been using the softest organic fabrics to craft the **highest-quality products**, which are made with the family's wellbeing in mind. All our pieces are thoughtfully crafted using **sustainably sourced** fabrics and manufactured in **trusted factories**. As well as being kind to the planet, our fabrics are gentle on a little one's delicate skin.



What makes MORI different?

MORI's signature fabric

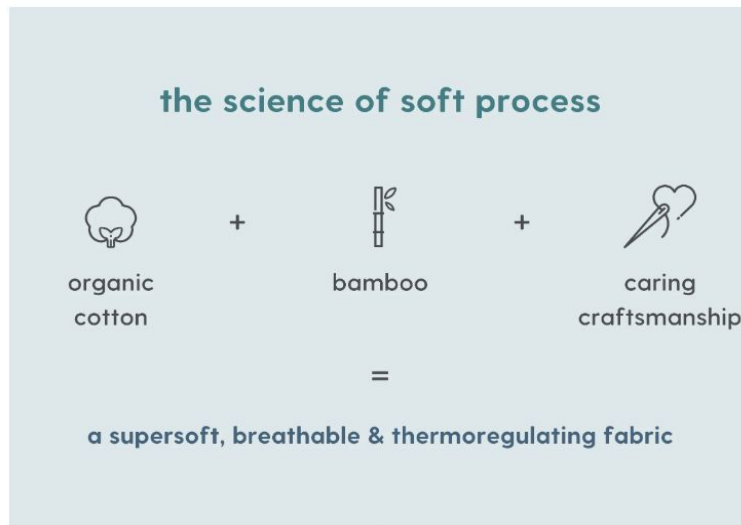
Crafted from organic cotton and bamboo, our signature fabric is exceptionally soft on a baby's delicate skin. This unique material feels softer than silk and is safer than regular fabrics as it is breathable and thermoregulating.

Newborn up to 6 years

At MORI, we provide clothing for newborn babies all the way up to 6 year olds. Not only do we provide clothing in our softest signature fabric but we have a nursery collection too.

Innovative and clever designs

Take our Clever Sleeping Bag; not only is it the safest form of bedding but with added features, getting a little one to sleep will be a no-brainer.



"The bamboo fabric is so soft! I would highly recommend MORI to anyone looking for high quality, sustainable babywear!" - Monique



Our best sellers



Zip-Up Sleepsuits

This bestseller has been thoughtfully designed with a concealed zip-up front to make those nighttime changes simpler. Crafted the Sleepsuit in our softest organic cotton and bamboo fabric



Clever Sleeping Bag

This award-winning essential is innovatively designed to ensure little one has an undisturbed & safe sleep, taking away some of the safety & temperature issues of bedtime.



MORI Starter Set

Our Starter Set is a beautifully curated collection of up to 12 essentials crafted in our softest organic fabrics. Includes our award-winning Clever Sleeping Bag and Zip-Up Sleepsuit.

Our store - Battersea, London





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