

# MOON+MELLOW



## Cliona O'Brien

Moon + Mellow

Cliona O'Brien founded her luxury sleepwear brand Moon + Mellow on a love for bed, great sleeps and beautiful things. She inherited a love for pyjamas from her Mum who had always treated her to really nice sets on special occasions. Cliona also has a strong belief in the value of rest and the idea that something as simple as a great night's sleep can change everything.

Cliona has a background in Marketing and Business Management. She spent the first half of her career working in responsible sourcing, developing products for some of the world's top-ranking global brands and finding ethical factories to produce them. In 2016, she completed an MA in Business Ethics, recognising that more and more people, like her, were valuing brands that embraced sustainable practices, offering customers the finest quality, ethically produced products and transparency in what they did.

In 2018, Cliona set about creating a sleepwear collection that looked great on but also offered a luxury sleep experience. She always had an obsession for finding the ultimate pyjamas, incorporating beautiful fabric, comfortable feel, and that little bit of extra style and magic. While she found nice pyjamas along the way there were always changes she wanted to make and details she wanted to add, and she found herself dreaming about creating her own line. Eventually she decided to focus on the thing she loved and went for it.

Moon + Mellow launched in Brown Thomas in July 2019 and Cliona has gone on to stock her collection online and with luxury hotels and boutiques across Ireland. She is now expanding into new markets across Europe.

[www.moonandmellow.com](http://www.moonandmellow.com)