

MIMI+BOWE &



Olwen McAuliffe

Mimi and Bowe

Mimi and Bowe is a children's sleepwear and loungewear brand founded and designed by Olwen Mc Auliffe. Mimi and Bowe's vision is to make pyjamas and loungewear that parents love to buy and kids love to wear, without compromising on the social and environmental aspects of production.

Olwen has enjoyed a long career in the fashion industry, having spent four years designing in New York, followed by ten years in one of Ireland's leading retailers. She was inspired to launch her own slow fashion brand when she had her twin girls, Mimi and Bowe, and identified a gap in the market for stylish, quality focused garments for children. The collection is designed on a principle of interchangeability so that all colours and garments can be mixed up or worn in mono combinations. Modernised knee pads add to the life span of the garments. They are also stylish and comfortable enough to be worn day and night.

Mimi and Bowe has had a very successful start since launching in September 2020. The brand was selected to showcase at Brown Thomas Create 2020 and has since been stocked in Brown Thomas Children's Room. Not only successful selling through their own ecommerce website to Irish and overseas customers, the products are also stocked by CA Design and Síológ. The brand plans to continue growing their international presence in the years to come.

www.mimiandbowe.ie

