



FOR BABY... AND MUM

The Gilded Bird is a luxury British nursery brand started by mum of three, Jeanie Bird, which turns standard nursery products into something stunning and sustainable

It all started when Jeanie was shopping on the high street for her son's nursery. She was so disappointed with what she found - flimsy, poor quality changing mats and the same generic gendered designs on product after product. She knew she could do so much better - and so she did... "I wanted to frame it, not wipe my baby's bum on it," said one mum about her changing mats and you only have to look at them to understand why.

Jeanie works with British artists who create the original, unique and hand-painted designs which adorn all her products. You won't find these designs anywhere else and because she's an expert on nursery trends and interiors, she's always one step ahead of the mass market.



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Jeanie is equally passionate about sustainability and her products are made with the planet in mind. She manufactures in the most eco-conscious way possible and uses high quality components that are made to last.

"I set out to prove that sustainable can be stylish and help parents see that they don't need to contribute to the masses of baby paraphernalia thrown into landfill each year. When I introduce any new product, I focus on ways to lessen its environmental impact and I'm absolutely passionate about bringing the eco-friendly lessons I've learnt at home into my business."

The latest addition to The Gilded Bird range is a perfect example. Jeanie worked tirelessly on her GOTS certified organic cotton bedding, which feels just as good as it looks. "I wanted this bedding to be high quality, stunning and have a low impact on the environment. I've taken the time to get this just right and the finished product is amazing," says Jeanie. And her customers agree. They've been raving about the designs and the exceptional quality, so much so, that Jeanie is now bringing out a children's bedding range and a line of drapery.

The Gilded Bird range also includes wedge and flat changing mats, basket mats, travel mats, splash mats and soon to be launched replacement changing mat covers. The business serves two big trends that have hit the parenting market in recent years; the desire for "greener" alternatives and the demand for luxury nursery products that effortlessly blend in with the rest of the home.



"Nurseries have changed so much," explains Jeanie, "you only have to look at my Instagram grid to see that. I love seeing what customers have done with their babies' bedrooms - they're so much calmer, more luxurious and the wall-to-wall plastic is definitely a thing of the past."

Jeanie loves engaging with her customers and it's something she prides herself on, despite an ever-growing demand. "My email address is on every product that goes out. My customers know they can contact me if they need to and because of that they tell me they buy with confidence knowing I'm here to help. I love that they want to share their gorgeous baby photos with me - and their amazing nurseries."

And Jeanie is about to get even closer to her customers as she's been asked to set up a pop-up shop in Oxford's John Lewis this month. She'll be showcasing her range from June 21 to 27. And in a bid to meet demand globally, she's expanding into Asia, the Middle East and North America - meaning parents across the world will also be able to transform their standard nurseries into something stunning.

thegildedbird.co.uk