

# 'It's like sleeping on a cloud!': The surprising bedding fabric that will help to give you a faster, deeper and PERFECT night's sleep

- Indi Maini is the founder of luxury bedding and sleepwear company Shleep
- The US born entrepreneur uses an unlikely fabric to create her bespoke range
- The material promotes faster, more comfortable sleep and is biodegradable

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When New York advertising executive Indi Maini met Australian CEO of The Woolmark Company Stuart McCullough, she found her future husband and the inspiration for her future business all at once.

Capitalising on the increasing global obsession with sleep health, Ms Maini launched **Shleep**, a luxury bedding company underpinned by the idea that wool gives you optimum quality of rest.

Ms Maini spoke to **Green + Simple** about revolutionising the lifestyle industry with the most unlikely of fabrics, and why wool can give you the best sleep of your life.



Indi Maini (pictured) launched Shleep, a luxury bedding company underpinned by the idea that wool gives you optimum quality of rest





When Ms Maini learned that many Australians sleep on and under wool, she couldn't believe it.

'I had always thought of wool as...a scratchy fibre,' she told **Green + Simple**.

Her husband's theory that sleeping surrounded by wool can help with faster sleep onset was something she had never come across, but Ms Maini had her finger on the pulse and noticed the growing public interest in sleep health.



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'People like Ariana Huffington and Richard Branson were in the media educating people about the importance of quality sleep on your long-term health and productivity – for the first time, sleep was being considered as a pillar of well being alongside diet and fitness,' she said.

After moving to Sydney, Ms Maini enlisted the creative direction of renowned Australian designer Jonathan Ward who has a long-time love for Merino wool.

'I approached him about the concept of a luxury bedding and sleepwear lifestyle company [championing] wool and he loved it; we have been partners ever since,' she explained.



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**Ms Maini's personal favourite from Shleep's range are baby wraps which she says are 'the softest you're likely to find'**

Shleep launched in early 2018 and boasts a vast range of 28 styles of bedding, sleep accessories and sleepwear for all ages from newborn to adults.

The collection includes blankets, pillows, pram inserts and Ms Maini's personal favourite, 'the softest baby wraps you're likely to find'.

Wool is a highly breathable fabric and offers thermal control benefits, as well as being a renewable, biodegradable fibre which makes it appealing to anyone concerned with environmental conservation.



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**Wool is a highly breathable fabric and offers thermal control benefits, as well as being a renewable, biodegradable fibre**

'What most people don't realise is wool can be incredibly soft and extremely luxurious,' she said.

'It also has this comforting heaviness when you underneath it.

'We use the finest Merino wool fleece for our underlays and blankets...it's like sleeping on a cloud.'

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