



人生有三分一時間花於睡覺，普遍香港人卻可能更少，於是優質睡眠質素更見重要。先撇開所有快速入睡的偏方，從基本寢室用品優劣說起。來自澳洲羊毛寢室品牌 Shleep，據說可使大家輕易進入夢鄉，創辦人 Indi McCullough 向你道出箇中奧妙。

撰文：Maxwell Leung 編輯：梁靜詩、張高翔
攝影（部分）：曾育為 美術：伍嘉芬
產品查詢：Lane Crawford Home (2118 3652)



Shleep 抱着綿羊睡的女人

提到羊毛寢室用品，腦海中立時出現的問題是——「會否好熱？」明顯地 Shleep 的創辦人 Indi McCullough 亦有備而來立刻細心解說。

「其實有個長達 30 年的研究報告指出羊毛製的寢室用品，相比於人造纖維或棉質的寢室用品，更容易令人快百分之廿五入睡！箇中的原因是純天然的羊毛能夠透氣及平衡體溫。」

「另一個極大的好處是羊毛製品可吸收及揮發身體上的濕氣，乾爽的身體能有助睡眠質素。事實上，澳洲現在有不少醫院都採用了羊毛面料的床墊，用來吸收容易出汗的病人所排出的濕氣。」

本身是加拿大人的 McCullough 說當初聽到澳洲籍丈夫談及羊毛，她也有着相同的疑問，甚至認為羊毛會出現刮肉和令皮膚痕癢等問題，而這個疑問原來亦普遍存在於北美洲居民身上。但經丈夫說明高質的澳洲美蘭諾羊毛擁有光滑、柔軟及耐磨的特性後，Indi 開始醒覺到原來羊毛對睡眠有着重要性的關鍵。

「當初我發現美蘭諾羊毛 (Merino Wool) 多用於衣服上，其極幼細的纖維假如用於寢室用品上也應很棒。美蘭諾羊毛是以微米 (Micron) 單位去量度，我選用了相當於纖維微米的美蘭諾羊毛纖維，以此開始創造全新的質料。」

「以往你看那一塊塊的羊毛都是連着底層的動物皮毛，我則把羊毛纖維編織在布底上造成更通爽透氣的布料。此外，我們也開發了只有 18.5 微米的羊毛纖維，

製造過程中把它再拉長，形成更幼滑的效果，再與布底以蒸燙合成，這質料更有着防風、防水以及達 50SPF 的防曬效果，這兩種質料都取得了專利呢！」

何時何地也睡得好

以高端美蘭諾羊毛床品打響名堂的 Shleep，推出了多達 28 種的貴價優質寢具，當中包括毛毯、枕頭、床墊套、羽絨被、睡衣、嬰兒包巾套裝和玩具等，其中毛毯更經常補貨，有趣的是玩具的銷量更出乎意外地暢銷。

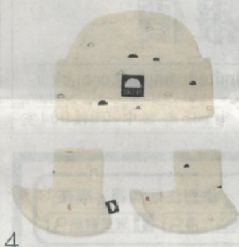
「澳洲的天氣和香港一樣炎熱，濕度也相似，所以產品很適合香港氣候。另一方面，玩具也相當好賣，或許市面上大部分玩具都是人造纖維所做，優質羊毛玩具在市場上比較難求。」

既然是寢室專家，筆者自然要問她如何才能睡得好？「我們每晚平均需要 7 個半小時的睡眠，其中要有四分一屬於不被侵擾的深層式睡眠，意謂當中沒有快速的眼球活動，有這種睡眠才能達到修復身體的最佳功效。」

對於坊間各種加速入睡的偏方又如何？

「我喜歡來個浸浴或淋浴，雖然酒精或者會使人快些入睡，但可能半夜就會醒過來，所以我並不建議，反而晨早做運動可以令晚間易於入睡，當然，睡房夠黑也很重要。」

要睡一覺好的，對很多港人來說是一種奢侈！究竟羊毛是否真的有此神奇功效？看來並非沒有道理。畢竟來自天然的東西總是叫人用得舒服又安心。



1. 創辦人 Indi McCullough 本來從事廣告業，忙於時的高壓生活磨練她的睡眠質素，創立了 Shleep 後自然有更好睡。
2. 美蘭諾羊毛製的玩具是最好賣的，包括毛毯、枕頭、床墊套、羽絨被、睡衣、嬰兒包巾套裝和玩具等，其中毛毯更經常補貨。
3. Shleep 的高價製品有多項功能，包括耐風和透氣等，更有防曬功效。
4. 全天然纖維的 Shleep 嬰兒用品是其中一個受歡迎的項目。
5. 毛毯是品牌最暢銷的產品，售價由 \$4,000 至 \$20,000 都有。

Synopsis for the Hong Kong Economic Times Coverage

News Summary:

Publication: Hong Kong Economic Times

Date: 07 May 2019

Headline: **Women enjoy good night's sleep with Shleep**

The article featured that customers can greatly enjoy the comfort and good night's sleep with Shleep's Merino wool-rich bedding and sleepwear products in the nighttime. In an interview with Indi McCullough, founder of luxury Australian bedding and sleepwear brand Shleep, the journalist pointed out that Shleep's bedding collection has truly showcased the versatility, beauty and benefits of Merino wool. The article highlighted that studies have showed sleeping in or under wool has been proven to help get customers to sleep 25% faster and foster a longer and deeper sleep than other artificial fibres and cotton thanks to its natural temperature regulating properties. Indi McCullough was quoted as saying that natural wool bedding can enhance sleep quality by regulating body heat with its temperature and moisture control functions.

The article highlighted that in Australia, it is a norm to sleep surrounded by wool, but in New York, where Indi McCullough - a Canadian-born executive - was based, this was unheard of. Until Indi McCullough's Australian husband shared about the premium quality and characteristics of natural wool, McCullough found that powers of superfine Merino wool which is actually ultra-smooth, soft, lightweight and hardwearing.

The article also noted that the wool's quality is determined by the fineness of its fiber, measured in units called "Micron." Shleep has successfully applied Merino wool over creation of bedding and sleepwear products in an innovative way. It also highlighted that Shleep has made an ultra-soft fabric from 100% 18.5 micron Merino wool, and by weaving the fabric a special way, Merino's breathability, thermal and moisture regulation properties have been amplified to deliver UV protected fabric with water and wind resistance.

The journalist pointed out that Shleep has rolled out various products including blankets, swaddle sets, pillows, mattress covers, toys and sleepwear. All these bedding products truly cater to the needs of all Hong Kong people under hot and humid weather conditions in the city. The article highlighted McCullough suggested Hong Kong people can consider engaging in physical exercises in the morning so as to get good sleep in the nighttime. Shleep products can offer perfect sleep and even better tomorrow for customers.