



*Cover Model:  
Maya Brennan*

# the little

**MAGAZINE**

*Showcasing the Best of  
Australian Children's  
Fashion & Talent*

*Sustainability  
Awards Winner:  
Eco Dancers*

**HOMEMADE: SAMPLE ROOM  
TINY TEA  
SUSTAINABLE PRODUCTS  
WE LOVE  
TAMBO TEDDIES**

*For the love  
of kids, style,  
fashion and fun.*



# Special Edition

Well its been a wee little while since we considered venturing back onto production for another issue of The Little Mag and for many good reasons. As the world has changed and evolved over the past couple of years it has allowed us the space to really sit back and ask ourselves the question - What purpose does The Little Magazine serve not only in our kids, fashion, parenting community but within Australian and globally?

What greater purpose can The Little Magazine serve?

We have always been conscious of waste with smaller print runs and any issue not distributed with in Australia would be sent internationally so nothing goes in the bin and we donate a percentage of sales to Carbon Positive Australia to help reforest native forest in Australia but still I felt we could do more.

So we have made the decision to change who and what we feature inside The Little Mag moving forward and I can proudly say that we will only supporting sustainable brand and products.

The brands that are helping to reduce landfill, the brands that are using high quality sustainable or recycled materials, the brands that are doing wonderful things to supporting local communities?

Those are the brands I want everyone in Australia and globally to be buying!

Our mission: to showcase and bring to the forefront of everyone's mind the brands, products & business that align with our values and vision of a more sustainable future for all of our kids.

## contributors



**Adrienne Miller**  
Founder / Editor

With a passion to create Adrienne loves nothing more than crafting beautiful visual content across print and digital platforms. With over 10 years experience as a professional photographer bringing ideas to life through visual storytelling.  
[@miller\\_roberts](#)



**Amey Lee**  
Writer

Passionate about the written word, and the power it has to change people, Amey is a brandsmith and copywriter who helps brands communicate their own passion to the people that matter.  
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**Nicole Walsh**  
Digital Producer

Passionate about design, Nicole has worked in the digital space for over 6 years as a digital content producer and copywriter. Nicole lives on the NSW northern beaches with her partner and their son Vann, surrounded by palm trees, and loves collaborating with likeminded small businesses and bringing their vision to life.  
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**Julia Krstic**  
Fashion Stylist

Creativity has always been a big part of Julia's life. From a young age she was heavily involved in performing arts, As a professional Ballroom Dancer for 10 years. She has worked with talented Photographers, Models, Designers, Magazine Subscriptions and up and coming Celebrity's. She is a natural people's person and strives for perfection. Her aim is to please and work closely with her clients to meet their expectations.  
[@missjp\\_julia](#)



**Samantha Docherty**  
Writer / Stylist

With over 19 years print media experience, Samantha's career is extensive, including holding the role of Fashion & Market Editor across Bauer Media's Parenting titles. A content creator, her skills extend across shoot production, styling, writing and editing. Specialising in fashion, lifestyle and interiors, the diversity of her work and the opportunity to collaborate with talented creatives is what brings her the most joy.  
[@samanthadochertystylist](#)



**Mary Scriva**  
Hair and Makeup Artist

Mary believes makeup is about enhancing features, not covering them. She has extensive experience working across various commercial campaigns with brands and influencers, editorials, runways, TV and events. She works with clients across all ages and industries. Mary is a creative industry leader who enjoys and thrives working within a collaborative team environment to ensure the vision comes to life.  
[@mariamtysmakeup](#)



**Maddy Roth**  
Writer

Maddy has just completed year 12 and joins us as our superstar intern. Learning all aspects of publishing, she has already written several blogs and assisted on our fun-filled photo shoots. Maddy has a huge passion for fashion, design and blogging. Starting a course in journalism this year, Maddy has her sights set on being a writer or editor of a fashion magazine.



**Stephanie Turek**  
Writer

Since graduating from her Bachelor's of Communications (Journalism) degree and dabbling in PR and broadcast media including editorial and radio, she decided to launch Styler-Issue.

She has worked with brands including TV WEEK, Radio Skidrow 88.9FM and UniDays and is able to adapt to YOUR brand's voice.

For submissions, or if you would like to be a contributor, please contact [info@thelittlemag.com.au](mailto:info@thelittlemag.com.au)

## Sustainabilty Awards

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*The Little Magazine is mindful of waste and sustainability. For every magazine printed, we donate to 'Carbon Postitive Australia' to plant native trees and help reforest Australia.*

*The Little Mag respectfully recognised the traditional indigeneous owners of this land, past present and emerging, their culture, traditions and beliefs.*

01

# *Eco Dancers*



PHOTOGRAPHER MILLER ROBERTS PHOTOGRAPHY  
MODELS JADE BOSCH, AMBER BOSH, MAYA  
BRENNAN, POPPY ELLIOT, OCEAN MILLER,  
GEORGIA SCOREY



# ECO DANCERS

*Dancewear that leaves an impact not only on-stage but also for the environment. Driven from sustainable recycled and environmentally friendly fabrics, Eco Dancers is an Australian designed dancewear brand that is taking a big step towards a greener future in the dance industry.*

We chat to co-founder Koby as she shares the vision and story behind Eco Dancers and the impact her business has (so far) in the dance industry and planet. Because without a healthier Earth, what's the point?

*Firstly, a big congratulations on winning first place in the Sustainability Awards! How does it feel to have your brand recognised and rewarded and was this something you expected?*

Thank you so much Stephanie!

Sustainability has always been the heart of our brand, so we are thrilled to be recognised. I think the most humbling thing for all of us at Eco Dancers was initially being put forward for the Sustainability Awards by one of our loyal customers. This was something we didn't expect and has been one of the most rewarding 'pinch me' moments - to see that young dancers are recognising the value and importance of our brand and are supporting Eco Dancers over large traditional brands that are environmentally damaging.

*When you started your business in 2019, what was the number one thing you wanted to focus on and to stand out?*

Sustainability and education. We wanted to show that fashion and the environment can co-exist in a positive way.

When Eco Dancers started, unbelievably there were no environmentally friendly dance wear options available. We wanted to create a brand that did not design for 'this season', we wanted to focus on designing high quality, cost effective, eco friendly dancewear which looks, feels and performs the same as existing exam standard, RAD approved items but are made from completely recycled fabric and other plastic waste such as fishing nets and plastic bottles retrieved from our oceans and landfills.

Eco Dancers has also focused on educating dancers and the dance industry on how damaging dance wear is to the environment. For example, a single tutu from a traditional supplier uses up to 6 meters of tulle. Historically, tulle is a single use synthetic nylon or made from polyester plastics, and it takes up to 200 years for these synthetic textiles to decompose. When we learn that dance is second to only swimming as a participation sport in Australia with a participation rate of over 388,000 girls aged 0-14, we can really see the damaging impact dance wear has on our environment.

market (dance studios) were forced to either stop or move to online classes.

Another big challenge we faced was being bullied from a leading dance wear company for highlighting the 2019 Ethical

## THE LITTLE MAGAZINE

Fashion report. The fashion report investigates what companies are doing to reduce child labour and exploitation, forced labour and environmental management and then grades them, much like school with an A+ or F for failure. No dance wear brand rated higher than an F.

Additionally, re-education around greenwashing has been a bit of a challenge. Unfortunately, in our experience some dance companies are taking advantage of marketing to impressionable children and have started promoting their products as sustainable, ethical, environmentally friendly, and vegan when they are not. As an example: promoting a product (that was never intended to be made from an animal-based material) as vegan or starting to package environmentally damaging products in a 'biodegradable' bag (that still takes years to break-down) to claim sustainability while using copious amounts of balloons to launch the fast fashion products to attract children to buy their products using deception and false advertising.

*In your opinion, what do you think makes you stand out from the other sustainable fashion brands?*

Eco Dancers is proud to be the ONLY dancewear brand that uses environmentally friendly/recycled fabrics for all of our products. We don't offer a limited sustainable range like many other brands have started to offer and we don't design

new themes in seasons. Instead, we evolve and make better of the things we do have time after time.

*What is a common thing that your customers have to say about Eco Dancers?*

We receive constant feedback about our fabrics feeling so soft and often that it feels nicer than the environmentally damaging versions of the fabric. Many of our preschool aged parents often send us feedback showing us how much their little girls love our tutu's.

But our most common feedback comes from studio owners who are genuinely happy to be able to provide their students with a sustainable option for stockings and traditional ballet wear.

*What is your one tip for people to create a more sustainable lifestyle?*

It all starts with our buying - look behind the current brands you buy from, and consciously choose products that have a positive impact on the environment. It's also important to notice the people behind these brands and who makes the products we use and consume. Finally, be conscious of the



*Historically, tulle is a single use synthetic nylon or made from polyester plastics, and it takes up to 200 years for these synthetic textiles to decompose. When we learn that dance is second to only swimming as a participation sport in Australia with a participation rate of over 388,000 girls aged 0-14, we can really see the damaging impact dance wear has on our environment.*

animals we share our planet with, and what impact our consumption has.

As dancers, we can look for brands (like Eco Dancers) that sustainably make our essentials such as leotards and stockings, right down to even dance shoes where brands such as MDM (our preferred brand to collaborate with) also bring an authentic message of positive change in the dance world. MDM is breaking the tradition of ballet flats needing to be made from leather and have instead created a canvas ballet flat that assists both the physiological and technical development of the dancer. It also helps to reduce injuries and improve performance while authentically making the conscious choice to support better health for us as individuals, and for our shared planet.

Join the friendly fashion movement and shop the Eco Dancers Essentials collection here.

Be sure to follow their Instagram page for all their collection launches, announcements and news!

*Written by: Stephanie Turek*



KOBY & POPPY ELLIOT



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

[ecodancers](https://www.instagram.com/ecodancers)





02

*Billie  
& Grace*



PHOTOGRAPHER MILLER ROBERTS PHOTOGRAPHY  
STYLIST JULIA KRSTIC  
MODELS GRACE SILLERY, DANTAE CRUZ, AVA ROSE,  
JOSEPH JIN, JUDE BATCH

# BILLIE & GRACE

*Billie and Grace, a sustainable fashion business located in rural NSW, has taken out second ranking in our Sustainability Awards. Founded in 2018, the company has dedicated themselves to ethically sourcing and locally hand making pieces for all women and children.*

*We chatted with founder Andrea McInnes about where it all began.*

*Congratulations on winning second place in the Sustainability Awards! How does it feel to have your brand recognised like this?*

I'm so thankful for such a wonderful opportunity to showcase our small business and absolutely thrilled to have had our brand recognised in such a way. With so many fabulous businesses out there doing some great things in their approach to sustainability I feel very humbled.

*You absolutely deserve it! When you started your company did you ever think it would become what it has?*

When I started Billie & Grace in 2018 I certainly didn't envision it would look like it does today. It has grown and moulded as we have grown but the one thing that hasn't changed is our dedication to ensuring we are a sustainable and ethical brand that remains solely produced by us in rural Australia. I'm very excited about what we have achieved and where we are taking the label.

*It's great that you've been able to keep everything local! What makes you different from other sustainable fashion businesses?*

I believe there are a few things that make us different from other brands. Our major difference is we offer a circular fashion buyback program where

our customers can sell their Billie & Grace pieces back to us and we onsell them as preloved to ensure we aren't contributing to landfill and the garment has a long life. Choosing to remain handcrafted solely by us in rural Australia whilst also continuing to only produce small batches of each design

to ensure our impact on the environment is as minimal as possible. We also work with local Australian surface pattern designers now to ensure we can create unique garments for our customers and a local Australian textile printing company to create our pattern fabrics for us.

*What a great idea to implement a buyback program! What made you decide to start your own sustainable fashion label?*

When my daughter was a tiny baby I wanted to get back into sewing as I'd learnt to sew growing up and I also wanted to create outfits for children that were

made from organic and natural fibres here in Australia which I couldn't at the time seem to find

anywhere. Then it grew from that into being a ladies' and children's label that has far outgrown

what I ever thought it would become.

*You couldn't find what you wanted so you made it yourself, so innovative! Did you always plan on going into the fashion industry?*

Not at all. I have been around the fashion world since I started my hairdressing apprenticeship when I was 14/15 with fashion shows backstage etc however I never planned to work in it directly until I did a textiles course and got back into sewing again in 2018/2019. Now I can't imagine doing anything else and advocating for the slow/ sustainable and mindful side of the fashion industry is so important to me.





FOUNDER: ANDREA MCINNES



**What an amazing turn of events! Coming from a rural town, did you find it hard to put your business on the map?**

Being rural certainly has its challenges for brand exposure but it also has its advantages with incredible things like Buy From The Bush campaign etc. Coming from a rural/regional background I've spent all but a few years of my life living in rural or regional areas and I believe that definitely since covid we have gained much more exposure which has been fabulous. The hardest part of running a fashion label from a rural area is not being able to have easy physical access to selecting our fabrics etc. however we have been able to overcome that by working closely with our suppliers and fine-tuning it over time.

**It's great you were able to figure out a solution to that problem! What's the most popular item in your store and why do you think it is?**

The most popular children's item in our store is definitely our Newborn Giftboxes/ Baby Rompers. People love that they are made from natural fibres with a country or Australiana print design on them and that they are crafted by us in Dungog. It's quite special seeing the look on some people's faces when we explain that we craft the clothes right here in our rural town.

**Haha, I bet! What are some challenges you've faced whilst creating your brand?**

To be honest, having a slow fashion label in such an over-saturated market isn't for the faint-hearted. Ensuring we are a profitable and viable business has been one of the trickiest things to master. As we choose to use Australian milled knit fabric, have our fabrics printed in Australia, use local surface pattern designers as well as make our clothing here in Australia ensuring fair and award Australian wages our overheads are a lot higher than most fashion labels.

With the current market, it can prove difficult. It would be really easy to throw our hands up and move our manufacturing offshore which would guarantee we could have great profit margins. However, doing that would go against every grain in my body.

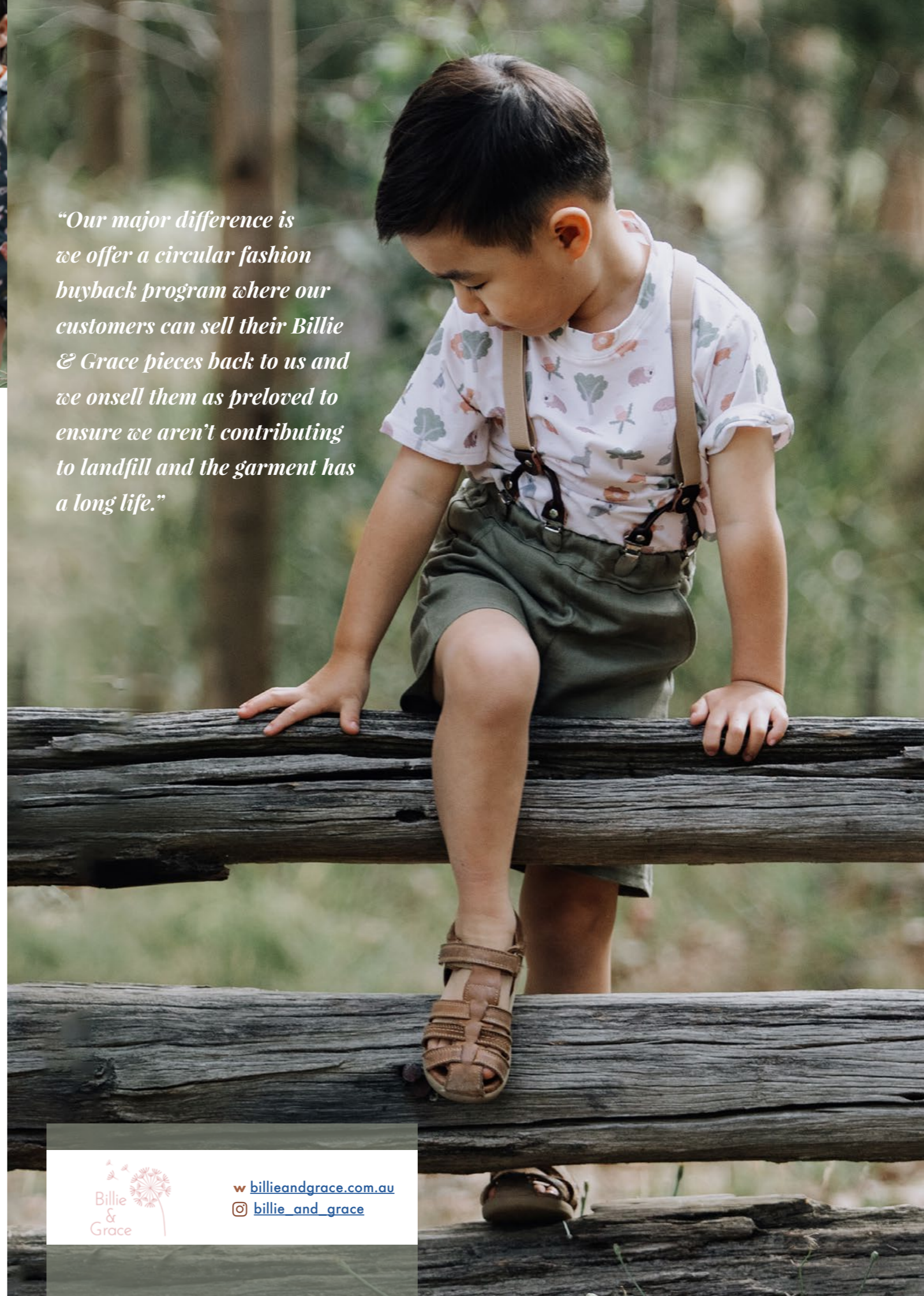
I am proud to offer employment in my rural town to my staff as well as have created a truly unique Australian-made slow fashion label and continue to overcome these hurdles and strive to improve our sustainability even further.

**It's great that you're able to offer people in your area a job doing something creative where they're paid fairly! In your opinion, what is the one shift that people can do today to create a more sustainable life (apart from buying your amazing products)?**

I would love to see people starting to look at all their wardrobes as circular rather than fast/trend fashion. Even if someone's budget is tight buying fewer higher-quality pieces that can be mixed and matched will save their wallet as well as the environment. Consider wardrobe swaps with friends to bring new pieces into your wardrobe or look for brands like ours that offer Circular Fashion Pre-Loved Programs where you can re-sell your pieces back to us and purchase pre-loved pieces from past collections.

*Written by: Maddy Roth*

*"Our major difference is we offer a circular fashion buyback program where our customers can sell their Billie & Grace pieces back to us and we onsell them as preloved to ensure we aren't contributing to landfill and the garment has a long life."*



[www.billieandgrace.com.au](http://www.billieandgrace.com.au)  
[@billie\\_and\\_grace](https://www.instagram.com/billie_and_grace)

# homemade.

*Operating out of their light-filled Collingwood workroom, Sample Room love keeping it local.*

Established in 2009, Sample Room gained accreditation from Ethical Clothing Australia in 2015 and is currently Australia's only full service ethically accredited pattern maker, sample maker, grading, specification, and manufacturing business.

Passionate about sharing her knowledge of onshore clothing production, Sample Room Founder and Director, Julia Van Der Sommen offers a mentoring program 'Fashion Label Launchpad', a 12-month support program designed to assist clients who are new to the manufacturing industry launch their first range.

Helping designers find local manufacturers and encouraging them to steer away from mass producing and embrace smaller runs, Van Der Sommen and her skilled team assists brands to manage their inventory and production levels to suit their needs whilst guiding them with more efficient and cost-effective ways of working.

"People are confused about the cost of local production compared to the cost of offshore. They often compare manufacturing prices and then are disappointed in the end that its quite a different price to what they first thought," says Van Der Sommen.

"With offshore you tend to get a tech pack made to send overseas, get a quote for production, and then go into the development process. You most likely will be charged by the sample and you also have currency fluctuations, freight costs, time delays, multiple samples, high quantities, agent fees, quality control fees, the list goes on and on. When it comes to local, you'll go through the development process and then at the end of that you'll approach a manufacturer to get a price. This gives you a lot more control over your cashflow and how you develop that process."

"Almost everyone believes it is cheaper to make offshore but

that simply isn't the case, especially since March 2020", adds Van Der Sommen. "At the end of the day you are not comparing apples and apples with price. It is more comparing an apple with an exotic South American fruit. No comparison."

For many designers offshore manufacturing is all they know. During the 1980s, the Australian government started to dismantle the protectionist tariff system and local manufacturing rapidly declined in Australia. By the late 1980's and early 90's thousands of textiles, clothing and footwear (TCF) industry workers lost their jobs, companies shut down and reduced working hours became common place as tariff cuts hit. Over the next 40 years the majority of Australia's TCF designers and brands moved their production offshore (most almost immediately) to compete with reduced costs, shutting down Australia's local manufacturing industry overnight.

Those that survived predominately produced in what became a niche market.

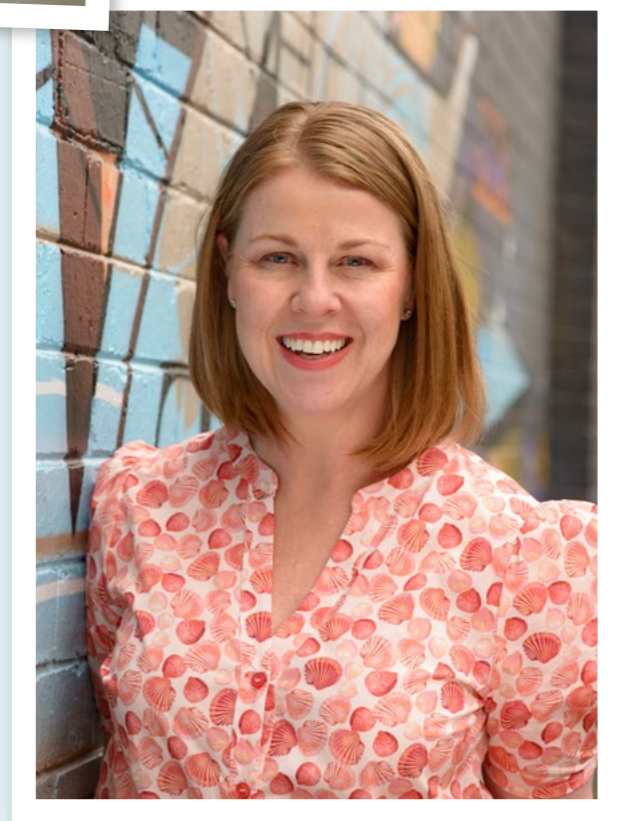
"Australia's local manufacturers are well known for high quality, smaller quantities, ethical and sustainable practices and making complex designs", notes Van Der Sommen; "But here is the problem. [Today] the demand is higher than manufacturers can keep up with, so they are looking to work with the easiest, most informed companies and designers. For this reason, it can be difficult for start-up designers to secure a quality manufacturer."

Helping designers navigate the ins and outs of local manufacturing, the Sample Room Start-up Team guide designers with processes and systems that will put them in an educated position that's appealing to established local manufacturers.

"We have helped over 600 start-ups learn the inside info and behind the scenes secrets of what it takes to work with the industry, even if you have no prior knowledge," says Van Der Sommen.

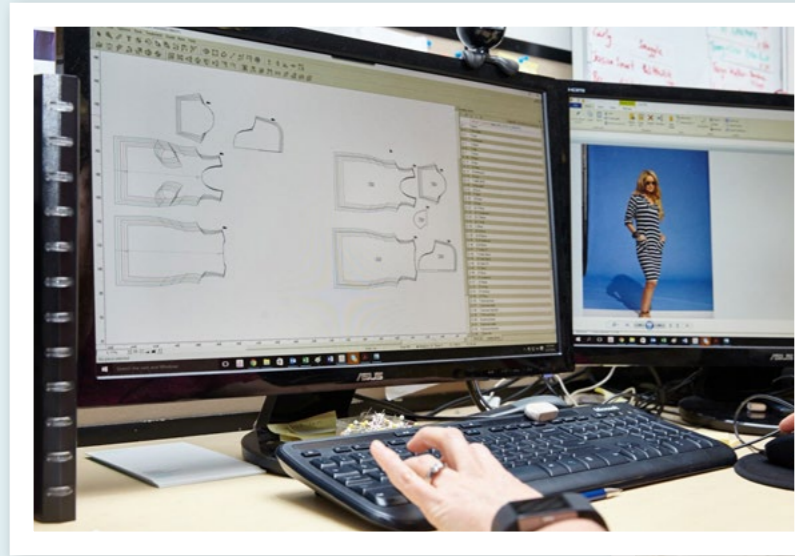


**"People are confused about the cost of local production compared to the cost of offshore. They often compare manufacturing prices and then are disappointed in the end that its quite a different price to what they first thought"**



JULIA VAN DER SOMMEN

**“We have helped over 600 start-ups learn the inside info and behind the scenes secrets of what it takes to work with the industry, even if you have no prior knowledge”**



As the TCF industry calls for support through the prioritisation of locally made and sourced products and fostering collaboration across TCF sectors, industry bodies (like Sample Room) are at the forefront of initiatives supporting diversification of local capabilities, upskilling workforces, and job creation in the TCF industry.

In an Australian Fashion Council 2020 survey that gathered information on how Australian businesses were being affected by the COVID-19 crisis, AFC CEO, Leila Naja Hibri, noted that the immediate and unprecedented impact of this crisis had been immensely impactful on the TCF industry and a large ecosystem that it sustains.

“The silver lining is that we are being forced to rethink the way we do things; from sourcing and manufacturing to selling and consuming. It is pushing us to gather our creative minds and considerable resources as one community to build a sustainable industry that exemplifies unity, innovation, and vision”, says Naja Hibri.

Written by Samantha Docherty

**SAMPLEROOM**  
YOUR FASHION TECHNICIANS

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[@sampleroom](https://www.instagram.com/sampleroom)



*Tic Tas Togs*  
Sunglasses made from recycled skateboards  
\$59.95



*Lamington Socks*  
Sustainable Marion Wool Socks  
\$19.09



*Once A Tree*  
Handmade Wooden Toys  
\$39.95

## *Sustainable Products we love*



*Rolla*  
Foldable & Reusable Kids Water Bottle  
\$35



*Pekpi*  
Cloth Nappies  
\$36.95



*Bubnest*  
Organic Travel Bag  
\$69

PHOTOGRAPHER MILLER ROBERTS PHOTOGRAPHY  
HAIR & MAKEUP, STYLIST HOLLY CHAN  
MODELS WILLOW DOWNES, MACKENZIE MCLAREN



# Party Ora

PHOTOGRAPHER MILLER ROBERTS PHOTOGRAPHY  
 STYLIST JULIA KRSTIC  
 MODELS PIA CARAKITSOS, AMELIA GAVIN, SASHA GAVIN, LUNA MENDES, FREDI COPE



*"It has opened the conversation of making more sustainable choices at home not just at our celebrations and led us to make conscious decisions, together as a family"*

And in third place we have: Party Ora, an Australian-based company dedicated to providing eco-friendly and sustainably-focused kids party supplies.

After becoming a mum and witnessing firsthand the waste created from her kids' parties, Founder Juliana Multari decided to take action and create an alternative.

Partyora is changing the game when it comes to throwing a sustainable kids' party. Founded by eco-party enthusiast Juliana MULTARI, Party Ora has quickly become a go-to for planning the perfect party with a sustainable twist.

As the world moves towards more conscious consumerism, Partyora has stepped up to the plate to offer party supplies made from sustainable, natural, upcycled and ethically sourced materials.

The Partyora team has sourced items from Australian businesses and makers, ensuring that each item is crafted with the utmost care. The team also believes in sustainability through reuse, offering items that are designed to last and can be used again and again.

On top of this, Partyora takes pride in delivering all eco-party supplies with eco-friendly, home compostable and/or repurposed packaging, where possible, to ship products Australia-wide only.

This allows us to shop locally, reducing the carbon emissions used in freight and shipping, and the impact it has on the environment. Through the support of small Australian businesses and makers who share their core beliefs.

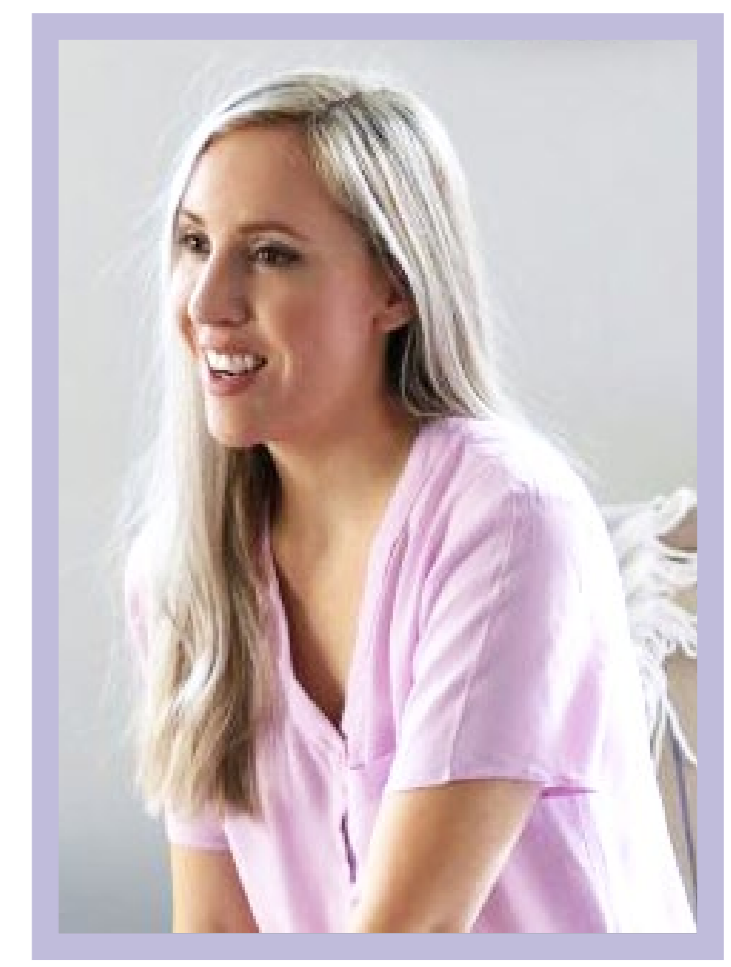
Launching her Party Ora right before the start of the pandemic Juliana didn't anticipate the success that has come over the last few years. She has been overwhelmed by the positive feedback from customers across Australia and is thrilled to see that people are embracing eco-friendly and sustainable party supplies.

Partyora is proof that sustainability can be fun with minimal stress and effort. So, next time you're planning a celebration, why not make it a sustainable one?

Written By: Maddy Roth

**JULIANA'S TOP TIPS FOR THROWING A SUSTAINABLE PARTY:**

- focus on buying items you can reuse or repurpose.
- If you can, rent items like tables and chairs rather than buying them.
- When it comes to decorations, purchase items that can be reused or that are made from recycled materials.
- Consider using eco-friendly products like bamboo cutlery and biodegradable plates.
- Finally, create a plan for dealing with any waste created, either by recycling or composting.



JULIANA MULTARI



petitelivrie.com  
 petitelivrie





# milller roberts

CHILDREN'S FASHION PHOTOGRAPHY

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[miller-roberts.com](http://miller-roberts.com)



# tiny tea.

*We're all familiar with our much loved tea craze - whether it's Chamomile, a fruity tea blend or a classic breakfast blend... but have you heard of natural and healthy tea for kids?*

Meet Tegan Carakitsos, the founder and brainchild of Tiny Tea Kids, an Australian based homegrown brand that specialises in a nutritious and delicious blend of natural tea for your tiny ones!

We chat with her and she spills the tea (literally) on her inspiration behind her brand, shares her favourite benefits of drinking tea and more!



**What was your inspiration and main reason behind Tiny Tea Kids?**

MY KIDS!! I noticed there was such a gap in the market of healthy drinks, especially for children. I remember taking my kids to the local play centres and I struggled to find drinks that fit under the category of excitement and health!

I also wanted to educate my kids from an early age on the importance of making healthy choices. I realised there was no middle ground as to healthy alternatives that also tasted great with all the additional benefits and nutrients. And that's when my initial idea came up where I wanted to not only educate and provide my kids with a unique blend of a healthy drink, but I also wanted to fill that void in the market.

**What are some challenges you've faced whilst creating your business?**

Where do I even start?

Firstly, it would be deciding to launch my business idea the same month COVID-19 hit (thinking it would just sell itself)!

I also put my business on hold in Australia and decided to partner up with a US company. After giving them 100% of my dedication and time for almost a year, something told me this wasn't going to work so I decided to pull out from our partnership at the last minute.

Other challenges include the time frame and turnaround time

when dealing with overseas factories, designers and suppliers that I outsource for my packaging and ingredients that are not readily available when I need (or when I have those random AHA lightbulb moments)!

And finally, my last challenge would be staying motivated as a business owner, on top of being a mum-of-three to multi-task and stay on top of everything whilst dedicating your all. This is especially when you believe in something and you're so passionate like I am being a tea fanatic, and investing so much time and money and sometimes not seeing the results.

**Coming from a background in beauty and wellness, why did you decide to start a business making botanical tea blends?**

That's an easy question - I am a creative and tea crazed lover myself! It was purely me just challenging myself with my next venture where my kids wished for a fairy floss flavoured tea blend.

I wanted a business that wasn't service based and didn't have anyone else relying on me. I wanted freedom financially and with time so that I could spend more time with my family and support myself with a business from anywhere in the world.

**What do you hear a lot from your customers about Tiny Tea?**

That it truly does taste like candy flavoured fairy-floss!



**“With so many sugary drinks filled with artificial flavours on the market, I wanted to make a positive impact and spread my knowledge, passion and self-made expertise on tea to as many families as possible.”**





w [tinyteakids.com.au](http://tinyteakids.com.au)

📷 [tiny.tea.kids](https://www.instagram.com/tiny.tea.kids)



### ***What are some of YOUR favourite health benefits from drinking tea?***

I enjoy the calmness it brings in that very moment when I have that first sip. To me, that's a massive health benefit in my eyes as it helps me relax after any stressful situation.

I also like to teach my kids to slow down and enjoy the simple things in life, as we are constantly on the go.

Tiny Tea Kids mostly consists of water, so it keeps the hydration levels up with an added fun twist of flavour, natural vitamins and antioxidants with every brew.

With so much emphasis on the importance of gut health today, especially how it's correlated to your immune system, contributes to diseases and even mental health, why wouldn't we want to give our little ones the best possible drink option?

With so many sugary drinks filled with artificial flavours on the market, I wanted to make a positive impact and spread my knowledge, passion and self-made expertise on tea to as many families as possible.

Developed in conjunction with one of Australia's leading child nutritionists, Tiny tea Kids is made using only the highest quality ingredients to ensure it is the best possible product for your tiny tots.

Be sure to check out their [tea collection](#) and get the par-tea started!

Check out their instagram page to keep up to date on all their exciting announcements, product launches and more [here!](#)

***Written by: Stephanie Turek***

## *Want to be featured?*

**Are you an Australian or New Zealand kids fashion brand?**

**Do you want to be seen by wholesale buyers and parents everywhere?**

**THE LITTLE MAG IS THE PLACE FOR YOU.**

**Enquire now about how we can feature you!**

[www.thelittlemag.com.au/designers](http://www.thelittlemag.com.au/designers)  
[info@thelittlemag.com.au](mailto:info@thelittlemag.com.au)

*Supporting homegrown little business*

*Founded in a small,  
remote, outback  
town with a tonne of  
community spirit, Tambo  
Teddies is celebrating 30  
years of creating quality,  
handmade, forever teddy  
bears to kids across  
Australia.*

**Tambo  
Teddies**

Childhood friends for life





## TEDDY BEAR, TEDDY BEAR

Founded in a small, remote, outback town with a tonne of community spirit, Tambo Teddies is celebrating 30 years of creating quality, handmade, forever teddy bears for kids across Australia.

We all have a favourite childhood teddy. The one that we'll keep forever.

And Tambo Teddies has been creating those exact kinds of special teddies for 30 years.

In 1992, when drought gripped the region and wool prices crashed, the community of Tambo in western Queensland were challenged to come up with a way of sustaining the local economy. An idea was developed to make teddy bears from wool pelts to support the wool industry, encourage tourism and create employment.

The first woollen Tambo Teddies were ready for sale in February 1993, and in 2014, Alison Shaw and Tammy Johnson bought the business and began the journey to take these unique teddies to the world.

The pair attribute their growing success to "a great product, unique story, good marketing and a few lucky breaks!" says Alison. "Tambo Teddies have been gifted by the Queensland Government to Royal visitors more than once."

They've also managed to scale-up a cottage industry business without compromising on their core values - Tambo Teddies are all handcrafted from Australian and New Zealand sheepskins, and each bear has its own number and their forever home is kept on a teddy register.

Alison and Tammy's inspiration for their bears comes from many places, including their customers. "We get requests for products and start thinking through how they can be made and what patterns we have that can be altered or changed to make a different animal," says Tammy. "Working with sheepskin is challenging and we have to work with what's available."

While it's 30 years on from its humble beginnings, the brand certainly hasn't lost any of its community spirit. Alison and Tammy have kept manufacturing local to Tambo while also expanding into Toowoomba, so they can offer employment opportunities to migrant refugees who have been resettled there.

Releasing at least two or three new, or reimagined designs every year, the team also love a bit of alliteration and rhyming when naming their teddies. Favourites Toby Teddy, Basil Bear and Tambo Lambo were joined by the 2022 release of Digger the Dog, Spotty Lambo, a koala and a gorgeous extended range of Bickie puppets.

2023 will see the release of a limited edition bear to celebrate Tambo Teddies 30 year anniversary, as well as the release of two new bears sometime in February or March.



While childhood dreams of being hairdressers and princesses have been replaced with owning a one-of-a-kind teddy bear business, Alison and Tammy still have big dreams ahead.

“We’d love to have our bears stocked in international airports,” they said.

And with their passion and spirit, we don’t imagine we’ll have to wait too long to see Tambo Teddies in the hands of children everywhere.

You can follow Tambo Teddies on Instagram @tamboteddies and find their latest teddy bear range online at [tamboteddies.com.au](http://tamboteddies.com.au) or at one of their many stockists Australia-wide.

Written by: Amey Lee



ALISON & TAMMY

The Tambo Teddies logo features three stylized teddy bears in a circle above the text "Tambo Teddies" and the tagline "Childhood Friends for life". To the right of the logo, the website [tamboteddies.com.au](http://tamboteddies.com.au) and Instagram handle [tamboteddies](https://www.instagram.com/tamboteddies) are listed.

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