

A MODERN APRON FOR MODERN MUMS - GIVE SOMETHING DIFFERENT THIS MOTHERING SUNDAY

Submitted by: Aabelard Aprons

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Spring into New Hobbies/ Gardening / Cooking or De-Cluttering with this Stylish Sustainable Aabelard Apron

Jan 29th- Aabelard aprons announce free personalisation for mums this Mothering Sunday and an amazing range of colours for the Spring 2019 season. These hit and stylish Aprons are hand-sewn in Britain, using waxed cotton, double-faced, soft, Italian leather, and beautiful brass buckles and come in seven colours: charcoal, merlot, cranberry, cornflower, navy, teal and parsley. Each apron can be hand de-bossed on the leather trim, to personalise it, and will make an ideal gift.

Pricing:

The Atelier apron (with a cross-back strap) - £85.

The Heritage (deep wrap around pockets) - £75.

Photography– A selection of sample shots are attached. To see the range of photography available (both product shots and people) please see the website, or get in touch. We are also happy to send you an apron in your preferred style of colour.

More details

An Aabelard apron is made from quality material, using waxed cotton – fabric developed over years to suit the toughest rigors of outdoor life – combined with double-faced, soft Italian, leather. Aabelard aprons are wipe clean; they are re-waxable and will age beautifully and can be passed down the generations.

Heavyweight antiqued brass buckles and fixings make the Aabelard apron as durable as it is beautiful. They are also generously proportioned with no skimping on fabric.

Hand-crafted in a small leather-making factory in Lincolnshire, the Aabelard aprons were born out of desire to give artisans, gardeners, cooks, hobbyists, a product that they can be proud to wear, day in day out. All models used on website, are real customers, from reed basket makers to tattoo artists, jewellers to food truck chefs. Food writers and chefs, Nadiya Hussain, Tim Hayward, Dan Toombs and Gill Mellor are also all fans/users of the product.

Founder

Philippa Hayward is the founder of this new British luxury, apron brand, and works from her home in rural Hertfordshire. Philippa designed, hand-cut and sewed the first prototypes whilst on a leather-making course. The end result was impressive, and although a working mum of three boys, Philippa couldn't shake the idea that the aprons would work as a business. 'I seemed to spend a lot of time in an apron, in the kitchen, the garden and making jewellery. I wanted an apron that was durable, functional and stylish, the very definition of Useful Made Beautiful.'

Philippa comments, 'I wanted to create something that could be worn by anyone and everyone, whether you're cooking up a family feast, feeding the chickens, painting a room, or a masterpiece. I now have everyone from gardeners to tattoo artists as customers. These are aprons for men and women who are

looking for more. More from life, more from their hobbies, more from doing what they love to do.'

For more information, contact:

Alex Ruczaj, M: 07961 124709 E: aruczaj@gmail.com

Nat Lafaille talilaff@gmail.com

Samples and Competition Giveaways available.