

Everli Baby celebrating its first birthday in business

The creation of sister-duo, Nina and Sally Nortier, Everli Baby is celebrating its first birthday in business this month.

Everli Baby are suppliers of elegant baby- and toddler-wear that is not only exquisite, stylish and comfortable, but designed to last and to be passed down from one generation to the next. “The quality of our customised products ensures that they will last; but it is really the timelessness and daintiness of our designs that make our clothing the perfect heirloom to either keep in your child’s memory box, or to lovingly pass on to the next generation of children in your family or friendship circle,” says Nina.

All things pretty

The sisters always wanted to start a business together and took their time before deciding on babywear. “We wanted to create a product that can be treasured forever, while being challenged outside our comfort zone,” says Sally.

“Having spotted a gap when we were forever challenged to buy the perfect baby shower, birthday or Christening gift, we were inspired to create bespoke garments that are of timeless elegance. It was out of the love for lace and *all things pretty* that Everli Baby was born.”



Everli Baby creators, Nina and Sally Nortier.

Often, the sisters fall in love with a piece of lace and an outfit is designed and crafted from there. Each item in their range is named after one of the cherubs they meet along the way. Nina adds that Everli allows them to combine their adoration for children and passion for fashion with their work ethic (a family trait), as well as their corporate marketing and sales skills.

“Our vision was to start a business which would stretch and develop us as individuals while having fun, growing and creating, and ultimately enable us to inspire fellow dreamers to do what they love - to learn from our journey.”

Humble beginnings

Since their humble beginnings the Everli Baby-duo have grown their network of stockists nationally. They also offer e-commerce on their [website](#), with shipping available throughout South Africa (and beyond, by special arrangement).

Together, the sisters form a perfect team, designing, creating and marketing their beautiful ranges. “We are a South African design company with products that are handmade and as delicate as the bundles of joy who wear them,” says Nina.

“We pride ourselves in supporting fellow South African entrepreneurs. Our business motto is ‘local is lekker’, meaning every garment is uniquely designed, made locally by hand with lots of love from 100% natural fabrics (cotton and bamboo). We add a touch of soft lace, dye by hand and package our products elegantly with a personalised swing tag. Everli is an experience we love to share.”

Sally explains the importance of designing and offering sustainable wear for young ones, noting that garments crafted from natural cotton and bamboo are especially better for babies. “Bamboo’s thermal regulating nature will keep your little one comfortable,” she says. “It’s warm in cool weather and cool in warm weather. Cotton fabrics absorb your baby’s body

moisture easily and won't irritate their delicate skin."

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