

A Muffin in the Oven Launches Globally

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atelier that has created a radically sustainable ideology behind how clothing should be made - an ideology that empowers moms and dads with a never before seen transparency into what goes into their baby's clothing.

Starting with baby basics and sleepwear, A Muffin in the Oven aims to create a vertical design and production company where clothes are created for moms, by moms. The collaborative approach and innovative exchange of ideas between moms from different continents, languages, and backgrounds, has led to the creation of the most functional, soft, and socially responsible baby clothing, which is coupled with a chic minimalist design aesthetic from their hometown in Italy.

A Muffin in the Oven commits to donating 10% of our revenues during the first year to children's orphanages to help promote the healthcare, education, and opportunity for the kids seeking a home and family, collaborating with Fundaciòn Soler and #WOOF, two organizations committed to helping "those without guardians."

A Muffin in the Oven Vows to Sustainability

As Moms and Dads, we teach our kids not to waste. Well, at A Muffin in the Oven they believe you should practice what you preach: they are committed to a Zero-Waste Production model. Their garment factory innovated an upcycle and recycle program wherein they utilize 100% of our raw materials, reducing fabric waste to zero because they want our babies to grow up in a world they will be proud of and they strongly believe it is our mission to show them the right way of doing things - in their case, the right way to make clothing.

A Muffin in the Oven is a collective of Moms and Dads, engineers, scientists, artists, and designers who are committed to creating chic and beautiful baby clothes that are 100% ethically made and 100% transparent in the supply chain.

Their first collection that launched in February 2021 is their Signature Series Basics. This line is thoughtfully crafted to keep in mind a baby's comfort using their proprietary technology of TRU-Pima Cotton, cultivated only in the finest organic soil of Peru. The resulting fiber has an unparalleled luster, soft hand, and extra-long-staple that produces the softest fabrics in the world.

"Our baby pajamas are super-duper soft, so much so that we apologize in advance: your baby will likely not want to get undressed for bath time."

Curated in Italy, their designers scoured the world to find the best fabrics, trims, and findings, letting one idea guide all sourcing: the refusal to put anything on their baby that they wouldn't want to put on their skin or consume themselves. This relentless pursuit of purity, all-natural, and eco-friendly materials led them to meet amazing botanists, specialists, and naturalists.

These products are ethically made in their own garment factory where sustainability evolves beyond

sourcing eco-friendly and all-natural raw materials. At A Muffin in the Oven, sustainability starts with the earth and then cultivates the family unit. The Team is committed to making their clothes in-house, which helps guarantee the process stays as natural and pure as possible.

Up to 95% of their products are carefully handcrafted in their own studios by a team of expert designers and sewers, most of which are moms: they believe that sustainability starts with knowing exactly where the products come from.

Safe Clothes for Infants, Babies, and Toddlers

Maintaining the safety of their clients' babies is a cornerstone of the baby clothing brand and they vow to design their garments to be as secure as possible for infants, babies, and toddlers, who live in and sometimes even chew said garments.

All of their clothes have been tested for their flammability and have received a Class I Grade. This means that their fabrics burn much more slowly than unsafe, lower-grade alternatives (such as Class II or Class III fabrics). In the event of a fire, even just a few seconds could be decisive in keeping a child safe.

Furthermore, the entire catalog has been tested and resulted to be free of mechanical hazards, such as small parts and sharp points. Lab tests have verified the safeness of drawstrings, snaps, and zippers, as well as the clothes' bursting and pulling strength.

As an international brand, they always make sure to check if any regional or country-specific requirements are not covered by their current tests, in which case they perform new testings to fulfill that country or region's requirements.

Family is the Cornerstone at A Muffin in the Oven

At A Muffin in the Oven, they vow to provide stable work to their garment factory workers and atelier designers, promising job security regardless of market or pandemic ups and downs. This is a cornerstone to their Bakery, where they create clothing for families, because *"what good is it to talk about sustainability if we cannot provide stability to the families behind our products"*.

A Muffin in the Oven is committed to first-class quality. By having the same expert seamstresses and hands-on products year after year, they can fulfill their promise to provide your family with the purest, softest, and most functional baby clothing and accessories.

"We are thankful to collaborate with an amazing community of responsible manufacturers. Our promise to our community is to make as much of our clothing as possible in-house, and when we can't, to source only from transparent makers and producers who share our ideals and have no reservations to demonstrate and showcase their all-natural, ethical processes. In a few words: we offer products for our babies that we can prove are made the right way and only the right way."

A Muffin in the Oven strives to be a point of reference for parents and soon-to-be parents, with a huge focus on multicultural differences in parenting, in an attempt to reflect and learn without judgment from other cultures and lifestyles.

Parenting and pregnancy tips, as well as discussions, will be featured on their baby blog, social media accounts, and forums, pursuing to create a strong and active community in the process.

A Muffin in the Oven's Signature Collection

The first A Muffin in the Oven product categories being launched is an assortment of baby basics, toddler clothes, nursery accessories, bath time essentials, and gift sets suitable for any occasion. These hand-picked items are to be considered fundamental pieces of clothing that every parent should be equipped with during their baby's first years and milestones; from short-sleeved breathable onesies to pacifier clips for baby's first trips to the local park.

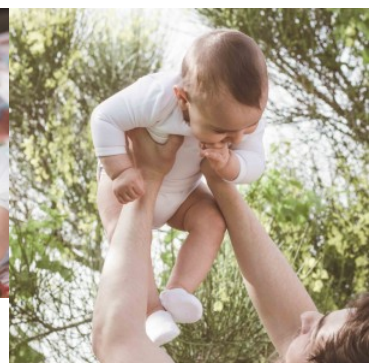
The garments are distinguished with the brand's iconic Muffin embroidery patch, designed to be scratch-free and to avert skin irritations.

Thoughtfully designed to be as comfortable as possible not only for babies and toddlers, but for parents as well, all of the clothes are easy on and off thanks to its Rib fabric Technology, making the diaper changing process completely trouble-free and, more importantly, safe.

With prices ranging from \$10 - \$300, there is a wide array of options for budgets of any size. After all, we believe choosing ethical products should be an option for our entire global community.

"We commit to creating the chicest, fun, and sustainable baby clothing in a family-first organization that cares for its team and global community."

Learn more about the brand and browse through their products at <https://amuffininthoven.com>



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