



Christine Carolan

Happynest

Following a redundancy in 2012 and having always designed clothing, Christine Carolan decided to follow her passion and start a business. She began creating her own range of safe, quality baby products, including the Cosynest (a wrap for car seats) and the Cosysleep (a sleeping bag for babies).

Using her business and PR background, Christine launched the Happynest brand in March 2014, selling online to the Irish and UK market. The company's range of products are Christine's own creative designs, inspired by her experience as a mother. The ethos of the Happynest brand is of safety as well as comfort.

The Cosynest car seat wrap has been crash tested and proven to be the safest clothing for babies to wear in car seats. The product ensures a better connection between the child and the safety restraints of car seats compared with a conventional snow suit. In high-speed crash tests carried out on the two products at the UK's Transport Research Laboratory, the Cosynest came out as the safest product.

Happynest has enjoyed significant success since it was launched and has generated interest among celebrities, including Holly Willoughby, host of ITV's This Morning and Maura Derrane, host of RTE's The Afternoon Show and Ambassador for the First 1000 Days. Christine is now known as a subject expert in car seat safety.

The company have partnered with Honda, participating in a number of roadshows around Ireland where they advocate car safety for children. Christine has also collaborated with Trinity College Dublin, Mothercare, Tony Kealys and the Road Safety Authority.

Christine has a catalogue of designs in the pipeline and is also in discussions with some major retailers, with plans to have the Happynest range in all leading stores. She also expects to expand the Happynest brand into mainland Europe by the end of 2016.

www.happynest.ie

