



BEAUTIFUL SLEEP™

"My work is the embodiment of dreams" William Morris 1858

NEW ARRIVALS | SEPTEMBER 2024

Introducing 7 NEW additions to the independently tested, **Beautiful Sleep™** collection: Indulgent **Magnesium Bath Milk** with muscle-relaxing magnesium and sleep-enhancing fragrance, **four curated sleep rituals** that deliver all you need for a perfect night's sleep, **scented wax tablets** and velvet **hot water bottle**.

Featuring the Beautiful Sleep™ fragrance with a precise blend of **lavender, cedarwood, coriander** and **vetiver essential oils** known for their calming and soothing properties, that harnesses the sleep-inducing benefits of innovative sleep technology to promote relaxation and aid sleep.

Beautiful Sleep™ independently proven* to provide the best night's sleep and feel refreshed in the morning.

92% would use this fragrance to help them prepare for sleep*

88% agreed they slept better*



New for AW24 Beautiful Sleep™ curated sets for ultimate pre-sleep rituals



Magnesium Bath Milk, £12, 300ml

Pre-sleep bath milk with muscle-relaxing magnesium and sleep-enhancing fragrance with calming lavender, cedarwood, coriander and vetiver essential oils. Enriched with jojoba oil and oat amino acids known for their gentle cleansing and skin-softening properties.

Contd./

SLEEP SETS £25 AND UNDER



Beautiful Sleep™ Cosy Night In Box, £18

(Pillow Mist 30ml, Body Wash 50ml, Magnesium Bath Milk 50ml, Bath Salts 100g, Magnesium Body Cream 30ml & Pulse Point Oil 10ml)

Cosy night in box of six pre-sleep bath and body treats including new Magnesium Bath Milk, featuring independently tested sleep enhancing fragrance with lavender, cedarwood, coriander and vetiver essential oils. Compton print gift box from the William Morris Gallery archives.



Beautiful Sleep™ Bedside Edit, £25

(Diffuser 60ml, Votive Candle 70g, Hand Cream 50ml, Vitamin E Lip Balm 10ml)

Everything for the bedside table in a Hyacinth print reusable drawer box for extra bedside storage. Sleep-inducing diffuser and candle create a relaxing ambiance for the best night's sleep. Beautiful Sleep™ hand cream with sweet almond oil, hyaluronic acid and lavender extracts and fragrance-free lip balm with vitamin E take care of lips and hands before sleep.



SLEEP GIFTS UNDER £15

Beautiful Sleep™ Night Time Star, £12

(Ceramic Star & Pillow Mist 30ml)

Perfect beauty sleep stocking filler gift with Morris Hyacinth print ceramic star decoration and Beautiful Sleep™ Pillow Mist featuring the sleep-enhancing fragrance with calming lavender, cedarwood, coriander and vetiver essential oils. Can be sprayed onto pillow or hanging star.



Beautiful Sleep™ Wind Down Ritual, £10 (Refining Body Wash 100ml & Magnesium Body Cream 50ml)

Two-step sleep ritual. Refining Body Wash with lavender, glycerin and gentle exfoliators and Magnesium Body Cream with hyaluronic acid, antioxidant vitamin E and magnesium to help ease tired muscles.

95% found the body wash enhanced body relaxation
89% agreed the body cream helped ease tired, restless muscles

98% agreed this ritual helps prepare for a good night's sleep

BEAUTIFUL SLEEP™ BEDROOM ACCESSORIES



Beautiful Sleep™ Scented Wax Tablets £12 (2 x 26g)

Fragranced with essential oils of calming lavender, cedarwood, coriander and vetiver. Vegan wax tablets crafted with dried rice flowers and lavender flowers, decorate and infuse bedroom, drawers, linen cupboard or wardrobes with calming fragrance. With grosgrain hanging ribbon. In a drawer gift box featuring the archive Compton print.



Beautiful Sleep™ Hot Water Bottle in Velvet Compton Print Cover, £20, 620ml

'Have nothing in your house that you do not know to be useful or believe to be beautiful,' William Morris. Bring warmth and beauty to bedtime. Useful travel size hot water bottle in Compton print velvet cover with contrast lining, velvet piping and turquoise satin bow.

NEW AW24 William Morris At Home Beautiful Sleep™ is available at williammorrisathome.com from September 2024
PR contact: Emma Hill, emma@emmahill.net 07977 518188

NOTES TO EDITORS:

*Independent user trials carried out in December 2023:

Independent User Trial on Pillow Mist December 2023 after 1 night's use.

Independent User Trial on Body Wash December 2023 after 2 nights' use.

Independent User Trial on Magnesium Body Cream December 2023 after 2 nights' use.

Sustainability

FSC packaging promotes responsible forestry sourcing. Kraft paper tubes reduce plastic content by 30%. Recyclable glass bottles. Printed with vegetable-based inks. Cruelty free and vegan friendly.

William Morris At Home is developed in collaboration with the William Morris Gallery. Once the artist's childhood home and today holding the largest collection of the artist's works in the world, the public museum is a not-for-profit organisation with charitable aims in line with Morris's own principles. Every William Morris At Home purchase will help support the Gallery, helping bring the life and work of William Morris artist and environmental campaigner to future generations.

Discover the full William Morris At Home range including Beautiful Sleep™ at williammorrisathome.com