

Who Needs Loungewear?

You may not see yourself as the lounging type. After all you lead a frantic life juggling kids/jobs/husbands/families/extended families/homes, just when are you going to find time to lounge on a Designer Guild's covered day bed having what is sometimes called some quality 'me time'. Probably never or at best 5 yrs ago before the kids/jobs/husbands/families et al completely took over your life.

We all know that if we make the effort when going out, we feel infinitely more confident about ourselves, the same thing goes with a new pair of shoes or a blow-dry. The issue is how do you do that in reverse?

Most people resort to some old pair of tracky bottoms that have definitely seen better days and some oversized t-shirt that belonged to some long lost boyfriend. It should work at helping us switch off and relax but if you don't watch it you also ending up feeling like a rather large slob to boot. The reason this happens is that the tracky bottoms no doubt sport a rather fetching bit of elastic around the waist which coupled with the oversized top create a person who sounds like you, but sadly looks 2 dress sizes bigger. And this is the problem your precious bit of me time has left you feeling less than great about yourself, and instead of relaxing and making the most of the time you end up zipping round like person possessed finding ever more expensive remedies to help you lose the 2 dress sizes.

Here's the thing you don't need to. Why not put on something that is loosely fitted, comfortable and easy to wash but is also elegant, stylish and is designed to cover the bits you want covered and perhaps accentuate the bits you don't feel so bad about. It will prompt a part of the brain to slow down, leave the lists, the homework, the frantic body overhaul list and allow you to feel good about yourself, thus relax and just be. How good does that sound?

Thankfully with the penetration of broadband and the rise of luxury brands online, luxury loungewear is but a click away. This previously unloved area of retail has seen a plethora of new brands emerging, notably in the US and Australia and latterly in the UK. Leading the field is Pyjama Room with its unique combination of stylish yet incredibly comfortable loungewear and pyjamas.

Why not start as you mean to go on and log on to Pyjama Room.

About the Author

Emma Howarth is Co-Founder of [Pyjama Room](#) a [Luxury Loungewear](#) brand launched in 2007.

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