



PETITE PLUME

*Luxury Sleepwear*

PRESS KIT  
OCTOBER 2021



## PETITE PLUME

Petite Plume was inspired by the desire to create sophisticated, luxurious sleepwear in classic styles, reminiscent of a bygone era. The finest attention to detail can be seen throughout the range, from engraved buttons and tuckpointing to the highest quality yarn-dyed fabric, making them the ideal gift.

Made with the finest quality cotton, the soft, breathable fabric is brushed for added softness and gets cozier with each wash. In Petite Plume sleepwear, you'll be tucked in love and off to Dreamland. Bonne Nuit, ma petite plume.



.....  
Prince George of Cambridge wearing Petite Plume while meeting President Obama.



# VANITY FAIR



November 2021

# GQ

# VOGUE



November 2021



November 2021



## VOGUE

"The 25 Best Pajamas to Dress Up Your Beauty Rest"



*Petite Plume red ticking stripe pajama set*

\$88  
NORDSTROM

[SHOP NOW](#)

"There's no bad time to shop for a new set of cozy pajamas, whether it's for yourself or even for someone else. You really don't have to sacrifice style for comfort when it comes to sleepwear."

September 28, 2021

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September 17, 2021

.....

## GOQ

"The Best Men's Pajamas Double As  
Obscenely Comfy Daywear"



**Petite Plume Nantucket Tattersall  
Pajamas**

A pattern that looks like your favorite dress shirt cut from a cotton that feels like your favorite sweats? Honestly, they had us at "tattersall".

Nordstrom \$88

GOQ Recommends

# marie claire

## 24 Summer Pajamas for Women to Keep You Cool and Comfortable

Look cool. stay cool.

*If you're guilty of stealing your S.O.'s oversized button-down, it's probably time to invest in one for yourself. Try these:*

### White Stripe Nightshirt

**Petite Plume**

[petite-plume.com](http://petite-plume.com)

\$108.00

[shop now](#)



May 13, 2021

## 10 Authentically Royal-Approved Gifts You Can Actually Afford to Buy



**Petite Plume**

[petite-plume.com](http://petite-plume.com)

\$58.00

### Prince George's Petite Plume PJs

Back in 2016, Prince George caused the world to let out a collective "aww" when he was photographed staying up past his bed time to shake hands with Barack Obama during the then-president's visit to Kensington Palace. George's adorable Petite Plume PJs are still available (and the luxury sleepwear brand sells adult sets that are just as cozy and cute).

[shop now](#)

December 8, 2019

# Better Homes & Gardens

September 28, 2021

## The 12 Best Pajamas for Women to Give as The Coziest Holiday Gifts This Year



Petite Plume Cotton Classic White Twill Pajama Set

\$88, BLOOMINGDALE'S

Petite Plume's children's pajamas are iconic, worn by the likes of Prince George, and their adult options are just as good. Classic in style and beautifully constructed, there are seemingly unlimited fabrics and silhouettes available, guaranteeing something for everyone.

## 15 Gifts Inspired by Meghan Markle and Kate Middleton

What to get your royal-obsessed family members for the holidays.



### Petite Plume Pajama Sets (Women's, Men's, Kid's)

Prince George made crisp pajamas iconic when he **wore them** to meet President Obama, so why not let the whole family take his lead?

\$88 at Neiman Marcus (women's)

\$48 at Neiman Marcus (men's)

\$58 at Neiman Marcus (kid's)

# VANITY FAIR

November 5, 2020





#### 1. Maisonette



Maisonette's 100% cotton pajamas are soft and chic. *Reviewed / Lisa Lawrence*  
"Let's be honest: 2020 has not been a stellar year. If you're looking to treat yourself—and your family—to some truly luxurious matching holiday pajamas to make up for well, everything, look no further than the Petite Plume line at Maisonette. I'm always a sucker for anything even *remotely* French, so I was pretty sure I was going to love these pajamas, and I wasn't wrong."

December 4, 2020

# Forbes

## 10 Of The Best Matching Family Pajamas (That Are Perfect For Lounging In All Day)



MAISONETTE

### Petite Plume Sleigh Bells in the Snow Pajama Collection

\$58 AND UP

[BUY FROM MAISONETTE](#)

October 28, 2021

# GLAMOUR

the Gift Shop

### Petite Plume Adult Light Blue Gingham Pajama Set

Up both of your **loungewear** games with a his-and-hers PJ set, then Instagram your cute matching-couples moment.

\$88

Petite Plume

[Buy Now](#)



June 2020



September 2021 Issue



## The Cutest Matching Family Pajamas for Your 2021 Holidays, at Every Price Point

 **petiteplume**  
Chicago Downtown

[View Profile](#)



[View More on Instagram](#)



61 likes

Add a comment...



Actual royal babies (like Prince George himself) love these perfectly preppy, wildly photogenic pajamas that come sized for the whole family. Can't resist the prints? They come in sleep masks, hair bows and dog bandanas too.

**Buy It!** Petite Plume holiday pajamas, starting at \$48; [petiteplume.com](https://petiteplume.com)

November 3, 2021



May 4, 2021

# Condé Nast Traveler

## The Best Men's Pajamas to Bring on Vacation

### Petite Plume Regent Tattersall Pajama Set

Fans of the hit show *Bridgerton* may enjoy this cream and grey checkered set — an update of the 18th-century pajama sets that became popular when the pattern was introduced to the masses in London. Petite Plume designs its sleepwear to look and feel luxurious, with details like pearl buttons and brushed fabric meant to enhance softness. You may not be a prince, but you can sleep like a king in this set.



## DEPARTURES

— Shopping —

### Match the Littles in Your Life With These Chic Sets

#### Petite Plume Navy Gingham Pajamas



"With sophisticated yet comfortable cotton pajamas in countless patterns, prints, and styles, the brand is an obvious choice for anyone in search of elevated sleepwear, and with every piece made in infant, toddler, children's, women's and men's sizes, it's once again possible for families to wear matching pajamas that are elegant and practical."

# GOOD MORNING AMERICA



April 17, 2020

# TODAY



December 27, 2018



# CELEBRITIES & INFLUENCERS

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## KEEPING UP WITH THE KARDASHIANS

The Kardashians showing off their Petite Plume favorites.





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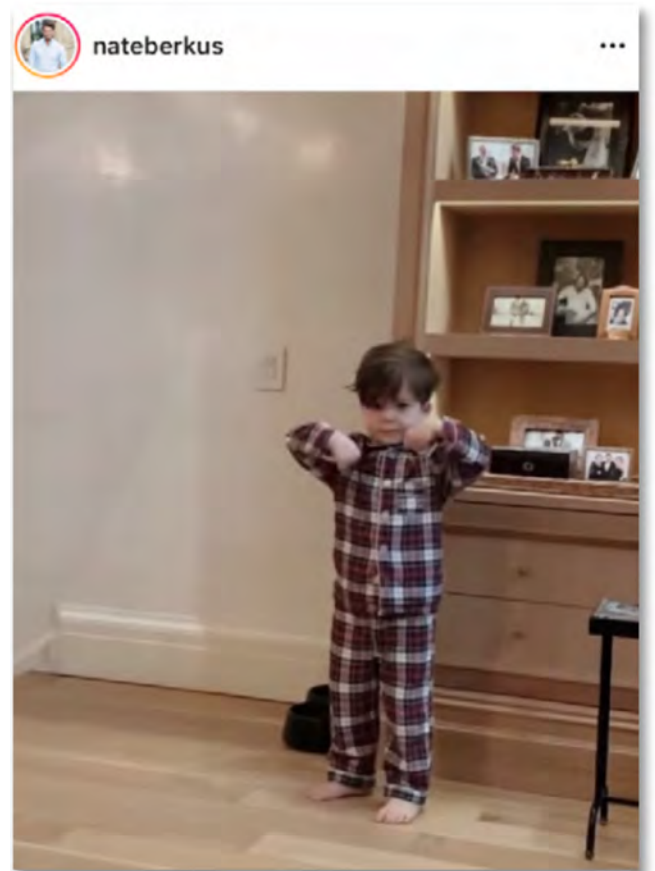
Rachel Zoe and her boys are frequent Petite Plume customers in Classic White Twill with Navy Piping.



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Stephen & Ayesha Curry's son, Canon cozies up with his stuffed animal in his Petite Plume Pajamas.





.....  
 Interior designer and TV personality couple,  
 Jeremiah Brent and Nate Berkus capture  
 adorable shots of their kids wearing  
 Petite Plume Pajama Sets.





## KEVIN HART

Kevin Hart and his family on Christmas dressed in Petite Plume.



## CHRISSY TEIGEN

Chrissy Teigen and John Legend shared these adorable photos of baby Miles in his Petite Plume French Blue Seersucker romper and pajamas.







Jimmy Fallon loves giving Petite Plume as a gift. New baby gifts given to Jessica Alba and Mindy Kaling.



# ellen

the ellen degeneres show



Jimmy Kimmel while on *Ellen* shared this image of his daughter wearing Petite Plume Floral Symphony.