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The wait is (almost!) over: Ollie World swaddles are back, mama!

After seven long months, the brand is back and better than ever.



As the subject of Reddit threads and Mom groups across Facebook and the internet at large, how to get a hold of The Ollie World's cult-favorite swaddle has been a hot topic for months now. Restocks have sold out in moments and many parents have come up short in pre-order lotteries. But good things come to those who wait, right?

When will The Ollie World restock?

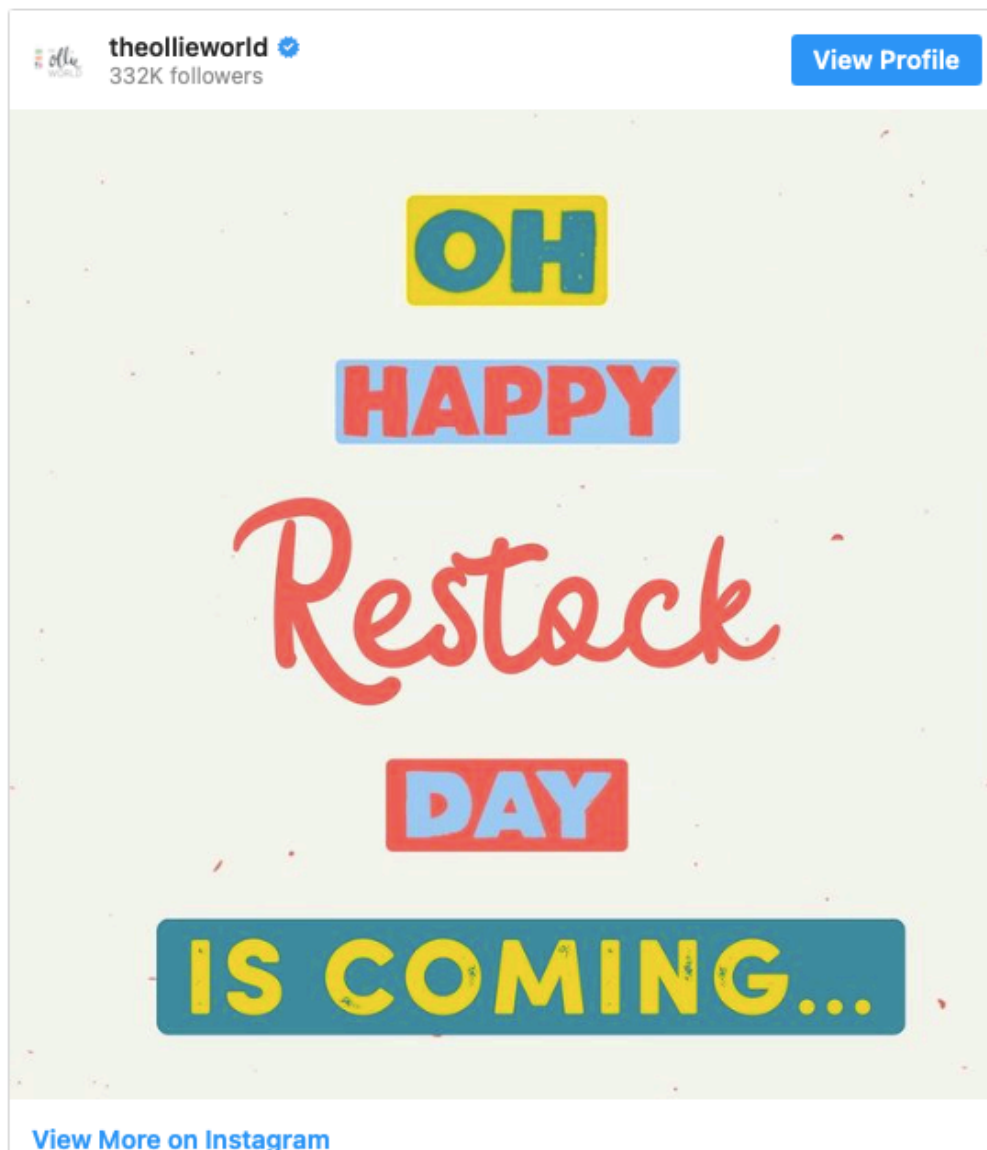
The Ollie World just announced two upcoming drops: Starting September 30th at 9am the Stone and Sky Ollies will be available first, followed by the Meadow and Lavender Ollies on October 14th on theollieworld.com.

Soon, they'll be available at at Targets nationwide and Target.com, in addition to the brand's DTC site.

But wait. What even IS The Ollie World?

For the uninitiated, The Ollie World is an [easy-to-use baby swaddle](#) that some parents call a complete and total lifesaver. Launched by founder and tirelessly dedicated foster mom Hindi Zeidman in 2009, the swaddle was borne of her own need to find something that would work for Oliver, the little one in her care. The swaddles she found either didn't hold him correctly, were not strong enough to apply a comforting pressure, or left his legs unwrapped. The product she created slowly began to turn things around for him. He started to sleep, eat and gain weight. He began to reach the developmental milestones he had been missing and she knew she had created something that needed to be shared. She was right.

According to Zeidman, "The Ollie World Swaddle was purposefully designed and is made with the priority being your little one's best interest. The transition from the womb to the outside world can be difficult, so the Ollie was designed to ease that transition. This includes a custom moisture-wicking material to assist with both temperature regulation and reducing the risk of overheating and creating a fabric that has the right amount of stretch to provide both proper containment, while also allowing all joints to have flexibility and movement. I am a big believer that all little ones are unique, so the Ollie was designed to have an individualized fit to meet the need and size of each little one!"



Why is the Ollie World sold out?

Several months ago, Zeidman took to the brand's [Instagram stories](#) to personally explain. "This has been the hardest year of my entire life and I've lived it publicly. I've done my best to be as transparent as possible. We've not been in stock for seven months. That means for seven months I've not paid myself. Because I've made sure that everyone I work with has been taken care of. That's what's important to me. The reason that we do not have product is because one there is tremendous demand. but two, I was unwilling to accept sub-par quality fabric."

When she started to see a decline in the quality and consistency, she pulled the plug to get to the bottom of what was wrong. When no one could help find a solution, she walked away from the manufacturing relationships she had established, effectively starting over from the ground up.

She tells Motherly, "The great thing is that it is still the Ollie everyone knows and loves; it is just now made with a process that I own. creating a product for little ones is something I take extremely seriously. It is why I am dedicated to ensuring everything from safety certifications (CPSC and Oeko-Tex Class I) to developing a custom moisture-wicking fabric. That part is so crucial because the fibers are woven, rather than requiring any type of topical treatment. I want to stand behind what I create and know that anything I produce I would also use on my own daughter."

Getting your hands on a game-changing product that's been sold out for months is pretty exciting. But no one is more excited than Zeidman herself.

"I definitely have a lot of emotions about the restock. This year was one the hardest of my career as I attempted to rebuild my company from the ground up all over again. And, the other layer is that I did that while also navigating motherhood and being a new mom (single mom by choice) to my daughter, Olive. There were so many days I felt defeated and hopeless in both work and as a mom, but somehow, as moms do, I found the capacity and ability to keep going. Moms truly have a superpower to find that grain of strength and determination to get out of bed and keep fighting. So, this moment is both celebratory and reflective for me—and all of The Ollie World fans."

We have to agree.