



Snug As A Bug

After graduating from George Brown College with a diploma in Creative Fashion Design, Liz Heyland worked as a women's wear designer, but found herself starved for brighter colours and itching to be her own boss. So, in 1992 she struck out on her own to launch **Snug As A Bug**, her own line of quality children's clothing and accessories.

The Snug As A Bug evolution is rooted in humble beginnings as Liz travelled to 35 art fairs and craft shows each year across Canada to make ends meet and promote her new brand. With a firm design philosophy that combined equal doses of form and function, Snug As A Bug became known for both the durability of the fabrics and light-heartedness of the designs. After years spent travelling the art fair and craft show circuit, Liz relaxed her hectic touring schedule by creating the Snug As A Bug catalogue service in 1996.

Snug As A Bug finally went digital in 2002 with the launch of the online store, opening up a whole new world for the locally produced clothing designer. As sales grew, so did the Snug As A Bug repertoire. In 2004, Liz began designing, creating, and selling sets of matching Christmas pajamas for the whole family and even the pet. The initiative was a runaway success and Snug As A Bug now offers the largest selection of matching Christmas pajamas in North America.

In 2007, other brand name items were introduced to the Snug As A Bug stock. Each item is hand-picked by Liz after thorough research and testing to ensure Snug as a Bug standards of practicality, value, quality, and of course, cuteness are met.

After 17 years, the Snug As A Bug brand is still designed solely by Liz, and is still manufactured locally in Canada by highly skilled seamstresses enforcing a strict quality control while supporting the local community. Snug As A Bug has constantly evolved in order to grow with an ever-changing industry. Adding to the online store, Snug As A Bug opened its flagship retail location in Toronto in 2007, and has plans to further develop the accessories and outdoor wear lines in the future.

Whether it's a unique, hand-made Snug As A Bug brand name item or one of the quality imported products, Snug As A Bug is dedicated to providing consumers with a wide selection of cute, functional, and affordable products.