



**Liz Heyland  
Founder and Designer  
Snug As A Bug**

Liz Heyland graduated from the Creative Fashion Design program at George Brown College in 1989, after which she started her career as a women's wear designer for a major retailer in Toronto. Just three years into designing women's apparel, Liz was uninspired by the drab colour palate and the conservative design environment.

Her creative drive came from bright colours, cute accessories, and colourful fabrics, so children's wear felt like the most natural expression of her apparel design talents. And what Liz craved the most was the creative and commercial freedom of being her own boss. So in 1992 she quit her job as a successful women's wear designer and with the \$9,000 she'd saved, Liz followed her passion. She combined her creative talents and a drive to succeed on her own with the launch of **Snug As A Bug**, her own line of quality children's clothing and accessories.

Since its inception Snug As A Bug has evolved to meet the demands of the fast-paced fashion industry. In the beginning, Liz travelled to 35 art fairs and craft shows across Canada each year. Then in 1996 she introduced the Snug As A Bug catalogue service, and finally in 2002 Snug As A Bug moved online. By 2004 Liz introduced a line of matching Christmas pajamas for the whole family, and now offers the largest selection of Christmas pajamas in North America. In 2007 Snug As A Bug opened its flagship retail location in Toronto and introduced other quality brand name items to the line. Future plans include further development of the accessories and outdoor wear items offered by the Snug As A Bug brand.

Liz finds her inspiration in the everyday. She adds innovation to existing items such as taking regular mittens and adding clips to keep them safe or using bright colours to make an ordinary t-shirt extraordinary. Liz's design philosophy combines equal doses of form and function with a keen eye for colour and style.

After 17 years, Liz still designs each item in the Snug As A Bug brand which are all manufactured locally in Canada. Whether it's a unique, hand-made Snug As A Bug brand name item or one of the quality imported products, Liz has created her own niche in the kids clothing industry by providing consumers with a wide selection of cute, functional, and affordable products.