

Smitten merino



Plum Flo Dress  
Annie Cardi  
Grape Multi Stripe Scarf

superfine merino wool. made in tasmania

# Smitten merino



In 2007, one cool October morning, Carl and I were having coffee at Long Beach, Sandy Bay and dreaming about a Tasmanian merino business. We had moved from relentlessly hot Fremantle in WA, and found the chilly changeable Hobart weather was a stark contrast. We loved Tasmania, the friendly people, beautiful landscape, delicious produce and especially all the sheep. We'd seen many flocks and wondered where all the famous wool was going, as we were cold

and eager to wear that superfine merino wool right here in our new home state.

My grandmother loved fashion, and designed hats, and one of my favourite aunts is a wedding dress designer, so designing was in my bloodline. I'd always enjoyed sewing for myself and my children, so it was a natural progression to start using the gorgeous merino jersey and sample some dresses, cardigans and zip-neck tops. Friends and family trialed them and slowly the business grew. We wanted natural, lightweight clothing that was warm and good looking, but also comfortable, practical and easy to care for. Our dream was to support Tasmania and keep it local. And to use locally sourced merino wool as much as possible, and get it made right here in Tassie.

Happily, nearly 12 years on - we now employ 8 people directly in Hobart as well as the many seamstresses that sew Smitten in northern Tasmania. We have a street-front boutique in Battery Point, and an online shop that sends Smitten to every state in Australia and right across the world. We feel very fortunate that our dream to make locally designed merino clothing has become a reality.

Smitten is still a small family business, our daughter Holly (now married to Jaye) is our main model and manages Smitten at Salamanca Market on Saturdays, and Brooke and Daniel continue to get involved in business ideas, photo shoots and swing-tag making.

We have loved creating the Smitten Merino brand and we really hope you love it too. Thank you for supporting a small family dream- we value each and every one of our delightful, loyal smitten customers and look forward to the next 10 years with you.

Nicola and Carl

Camel Poncho



Classic Poncho  
Coral Check



Classic Poncho  
French Stripe





Flame Swing Cardi



Long Drape Cardi  
Camel over Black Zoe Dress

Black Victoria Jumpsuit



Indigo Blue  
Victoria Jumpsuit



Missi Dress



Indiana Dress



Coral Mary Dress



Green Maryann Dress



Black Kimono Coat  
over Holly Dress



Holly Dress



Yellow Holly Dress

High Waist Indigo Leggings



Slim Leg Pants



Smitten Ponchos and Cardigans - lightweight Merino Wool  
Made in



Poppy Red Ponte Zip Neck  
Lg Marl Lounge Pants



Wide Crop Pant & Pinstripe Lapel  
Jacket - Summer Multi Scarf

Loose Teal Stripe T Shirt



Blue Siena Merino Cotton Top



Wool layers designed to keep you warm and comfortable  
Tasmania



Emerald Rana Top



Red Cotton Rennie Top

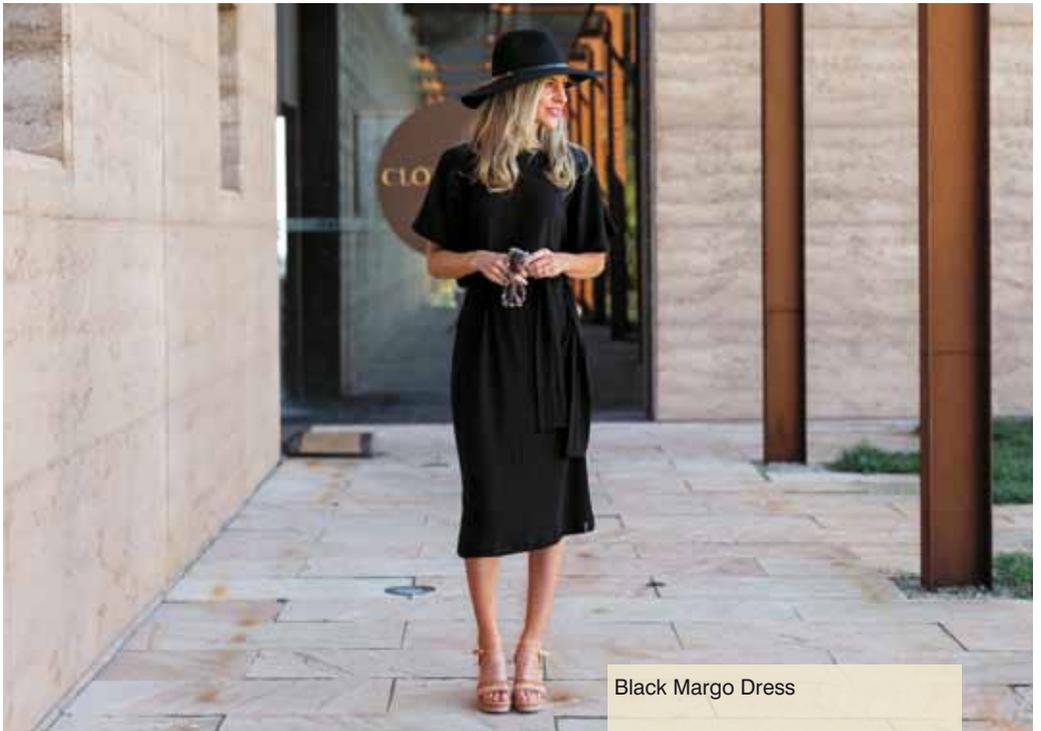


Olive Check Coco Jacket  
and Twirl Skirt



Black Marion Skirt  
with French Stripe Capri Top

Indigo Gabbi Dress



Black Margo Dress

Black Sascha Dress



Poppy Asha Dress

Potter Coat





Light Grey Marle  
Dressing Gown



*Researchers found that switching to woolly PJs could help you get an extra 15 minutes' sleep per night. Sheep's wool helps keep the body in the "thermal comfort zone" most conducive to restful sleep.*

Blossom Pink  
Dressing Gown

Plum Annie Cardigan,  
Raisin Check Fan Dress  
and Camel Scarf



Ivory Ponte Ava Dress

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