



Sustainable Boy's Fashion Brand Inspired by Love, Loss and Future Generations

- Small batch runs reducing waste
- Designed by widowed Mum & UK Made
- Inspired by her son and her late husband

Fashion Designer Ismay Mummery decided it was time to start her own business after she had spent years caring for her late husband, Jon. Together they had intended to start a creative venture, but after 10 years together and giving birth to a beautiful baby boy, Jon sadly passed away.

“It was a difficult point in my life, and it still is. Nothing replaces losing someone you love that much. But I had to get up again, with the little energy I had left, and do what I love doing. Jon most certainly would have wanted that. Jon achieved so much in his short life, and he never let his condition hold him back. That is where my energy came from.”

Inspired by their 4 year old son, Dylan, Ismay noted the potential gap in the market for sustainable fashion for boys his age. Previously designing for Firetrap amongst others, Ismay certainly had the credentials but mustering the confidence as a widowed mum to start a business was not an easy decision.

“I knew it wouldn't be easy, it requires confidence and strength to build something from scratch. Two things that were probably in short supply in my life at that time. It all started with a successful Kickstarter campaign – which filled me with the belief that people did want this kind of clothing in their lives.”

A successful Kickstarter campaign meant things could get going; well it should have. As anyone who has created a Kickstarter will know, that is sometimes the most difficult point – getting the financial backing. Surely things could get going. But then the pandemic hit.

“I couldn't believe it, mills closed, printers closed, material sourced and stuck in lockdown. All of the sustainable places I had sourced, discovered and negotiated with to create the clothing were no longer sure if they were going to be operating.”

Eventually, as we know, things did start to creak into action, slowly.



“The Boy Wonder designs were inspired by the few years Jon and I lived in Sweden together. I wanted to combine Scandinavian influences and my British cultural heritage to create the quirky hand drawn prints”

The Boy Wonder range isn't your typical throw away clothing for when the kids get too big. There's in built room for growth and care products sold alongside the range. This is not fast fashion, but clothing designed, printed and made ethically in the UK, only 20 miles from where Ismay lives in the midlands.

It's a range of fashion that thinks about future generations in every aspect of it's design, and it's impact on the world that the next generation will grow up, live in and look after. It's also fun, vibrant and full of imagination. Just like those it was designed for.



“I wanted bright, fun stereotype free clothing for children, including my own son, that was kind to people and planet. I wanted him to be able to enjoy fashion as much as girls do without all the gender reinforcement. Possibly most importantly, I didn't want the clothes that he wore to be made by kids his age, in poor countries that are in bonded slavery.”

During a year that has offered little in the way of hope, this is clothing created out of just that. A vision of a more fun, sustainable and brighter future, in not just the way the clothes are made but also how they look.

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You can see the full range at: <https://boywonderland.com/>

Founder and Director of Boy Wonder is available for interview. Please contact boywonderblogger@hotmail.com or call 07789 693252

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