

Our Footies Are Officially Award Winners!

Simply Magnetic Me footies have been named a 🏆 Good Housekeeping 2023 Best Parenting Award Winner 🏆



We are proud to announce our footies have been named a Good Housekeeping 2023 Best Parenting Award Winner—excuse us while we pinch ourselves. What makes this award so special to us is that this very footie is part of the first collection we ever created, it helped get our company off the ground, and ever since, countless parents have called it their favorite.

Good Housekeeping Institute experts—including chemists, engineers, fiber scientists, registered dietitians and more—spent months evaluating hundreds of items using lab equipment and feedback from more than 100 parents who tested the products at home.

Featured in the *Best-In-Class Clothing* category, our footie was recognized for attributes that are most important when it comes to shopping for babies, kids and caregivers: innovation, safety, quality, convenience and value.

Read more about the footie features that Good Housekeeping tested and why we passed with flying colors.

Innovation + Safety



Analysts liked how well the magnets were sewn inside the garment and the fact that they weren't strong enough to cause a safety concern for little fingers. Instead of snaps or zippers, our magnetic closures are quick, quiet, and make outfit changes a breeze—they're especially a lifesaver for middle-of-the-night changes. Read more about our magnets [here](#).

<https://magneticme.com/blogs/news/our-footies-are-officially-award-winners>

New Back-To-School Routine, New Magnetic Collection For Kids

We'll let you in on a little parenting secret: it's best to have your big kids' closets stocked with wardrobe staples—preferably those with high-quality fabrics in kid-friendly designs that you know your kids will wear over and over.

Introducing the Do It Myself Collection, the parent's solution to everyday dressing and comfortable style for big kids—available in sizes 2T-8Y.

Playwear styles in the most comfortable fabrics get a dose of color and personality, the kind your curious and creative kids will be excited to show off. Then, functional magnets are strategically placed on the garment to help your kids get dressed quickly and by themselves.

No struggles or the need to involve parents means their independent spirit flag flies high—a win for the whole household!

Rugby, Polo & Oxford Staples



Get the quintessential school look in rugby, polo or oxford shirts, redefined with innovative magnetic closures. No over-the-head struggles or a parent's help—it's a growing kid's dream. 100% organic cotton gives each a pleasingly soft feel with added stretch for constant movement, because, kids.

Hoodies



Our magnetic hoodie has all the essential elements of a wardrobe staple with signature magnets that make layering quick, quiet, and easy for all involved. French terry is made of 100% organic cotton and gives a lightweight, relaxed, and really soft feel. With stretchy cuffs and a roomy hood, it's a comfy, cozy layer that lets kids be kids.

<https://magneticme.com/blogs/news/new-back-to-school-routine-new-magnetic-collection-for-kids>

Five Must-Haves For Your Pool Bag

Lightweight layers and magnetic closures to ensure a smooth summer day.



Backyard bbqs, living in bathing suits, sunsets that melt your heart—there's so much to love about summertime. While the kids are having a ball, it may feel like you are in a constant state of packing bags. Pack, get home, unpack, laundry...next day—do it all over again.

We've got a handy list of things to help you keep your cool while you're packing for the fun, sunny days ahead, while you're simultaneously juggling other daily duties—feeding the kids, straightening up, taking TV requests (because how else are you going to pack the bag?).

It's worth mentioning that most of these items have magnetic closures to help you when you're at the pool or in the sand. (Think: easy changes, hats that stay put, easy nursing access.)

With your bag expertly packed, all of a sudden *pool, beach, play, repeat* just got a little less stressful and a lot more relaxing.



Sun Hat

Essential for any day trip, our sun hat comes in a floppy, bucket shape with magnetic closures that click the straps together and secure it under the neck. Made of modal, it's soft, lightweight and packs into bags, large and small. Because the straps are also modal, they're super soft and gentle on skin.