# Olivia von Halle partners with M&S for luxurious nightwear collection



Olivia von Halle, a brand celebrated by high-profile celebrities, has partnered with Marks & Spencer (M&S) to release a new collection of nightwear that is both luxurious and accessible. The collaboration, which launched online and in select locations yesterday, features a ten-piece range including pyjamas, night shirts, and robes designed with unique prints that reflect von Halle's signature style, such as a whimsical cat pattern, alongside classic floral and striped designs.

Olivia von Halle established her brand in 2011 with a vision to create "the world's most luxurious pyjamas." Her creations have attracted a dedicated following of A-list fans, including Gwyneth Paltrow, Nicole Kidman, and Jennifer Lopez, while being synonymous with high-quality silk nightwear typically priced at over £600. The new M&S collection marks a significant moment for the retailer as it is their inaugural nightwear collaboration, aiming to combine von Halle’s aesthetic with M&S's renowned commitment to quality fabrics and meticulous finishes.

The collection features a variety of standout pieces, including a navy and pink floral cami set priced at £40 and a candy-striped pyjama set available for £55, which comes with a coordinating eye mask. Items from the collection have flown off the shelves, with many sizes, particularly the shortie sets, already sold out online, reflecting the demand for stylish yet affordable nightwear as trends have evolved to embrace loungewear as suitable for both indoor and outdoor use.

The appeal of von Halle's designs extends beyond sheer luxury, adapting to contemporary casual styles that can be paired with everyday footwear for an effortlessly chic look. This alignment with current fashion trends suggests that the line aims to redefine the perception of nightwear in both domestic and casual settings.

With the increased popularity of stylish loungewear, Olivia von Halle's collaboration with M&S provides an opportunity for a wider audience to indulge in high-style nightwear without the towering price tag usually associated with designer brands.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.redonline.co.uk/fashion/fashion-news/a64373589/marks-and-spencer-olivia-von-halle-pyjamas/> - This article corroborates the partnership between Olivia von Halle and Marks & Spencer, highlighting their inaugural nightwear collaboration featuring unique prints like floral and striped designs.
2. <https://theglassmagazine.com/olivia-von-halle-partners-with-ms-on-a-limited-edition-line/> - It details the exclusive collaboration between Olivia von Halle and M&S, emphasizing the blending of von Halle's luxurious style with M&S's affordability and quality fabrics.
3. <https://www.fashionunited.uk/news/fashion/m-s-launches-exclusive-collection-with-olivia-von-halle/2025040880975> - This source confirms the launch of the collection featuring pyjamas and robes with distinctive designs, noting its availability online and in select UK stores.
4. <https://www.redonline.co.uk/fashion/fashion-news/a64373589/marks-and-spencer-olivia-von-halle-pyjamas/> - The article also supports the claim that Olivia von Halle's designs are sought after by celebrities and emphasizes her brand's luxurious reputation.
5. <https://www.fashionunited.uk/news/fashion/m-s-launches-exclusive-collection-with-olivia-von-halle/2025040880975> - It discusses how the collection aligns with current trends by making high-end nightwear more accessible and suitable for everyday wear.
6. <https://theglassmagazine.com/olivia-von-halle-partners-with-ms-on-a-limited-edition-line/> - This article highlights the features of the collection, including quality fabrics and detailed craftsmanship, which contribute to its appeal beyond just luxury.
7. <https://www.dailymail.co.uk/femail/article-14585365/marks-spencer-gwyneth-paltrow-pajama-olivia-von-halle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data