New UK App Gives First-Time Parents Simple, Trusted Outfit Guidance in a World of Baby Advice Overload

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Little Layers cuts through the noise with weather-based daily outfit suggestions built on NHS and Lullaby Trust guidance

ELY, UK — June 2026 — For today's generation of parents, the answer to almost every question begins with a Google search. But when it comes to dressing a newborn — one of the most anxiety-inducing daily decisions of early parenthood — the internet often returns more confusion than clarity. That's the problem Little Layers was built to solve.

Launched by husband and wife Lewis and Hannah, Little Layers (littlelayers.co) is a free UK web app that gives parents of babies and toddlers aged 0–5 clear, personalised outfit suggestions based on their local live weather forecast. The app also features an overnight mode, which uses room temperature to guide parents on the right tog rating and layers for safer, more confident bedtime decisions — all grounded in guidance that follows NHS and Lullaby Trust recommendations.

The idea was born from their own experience as first-time parents. "We had a laminated chart stuck above the changing table," says Lewis, who built the app. "Every morning it was the same conversation — is it a vest day? Does he need a coat? We kept second-guessing ourselves. We knew there had to be a simpler way."

For co-founder Hannah, whose background informed the product's guidance framework, the problem went beyond daily inconvenience. "There is so much conflicting information out there, and for a new parent who is already exhausted and overwhelmed, it can feel impossible to know who to trust. We wanted to build something that gave parents one clear, reliable answer — not a forum thread with forty different opinions."

Today's parents are more informed than any previous generation — and more overwhelmed. With parenting forums, social media groups, and wellness influencers all offering different advice, the noise around even the most basic decisions has never been louder. Little Layers offers something increasingly rare: a single, trustworthy answer backed by established safe sleep and childcare guidance.

"This generation of parents grew up with smartphones," says Lewis. "They google everything — and that's not a criticism, it's just reality. But when you're sleep-deprived and standing over a changing table at 6am, you don't need seventeen tabs open. You need one clear answer. That's what Little Layers gives you."

The app is free to use and requires no download, working directly in any mobile browser. A premium tier (£1.99/month) unlocks future date planning and a holiday packing list generator — tools designed for parents planning ahead or travelling with young children.

Little Layers is available now at littlelayers.co

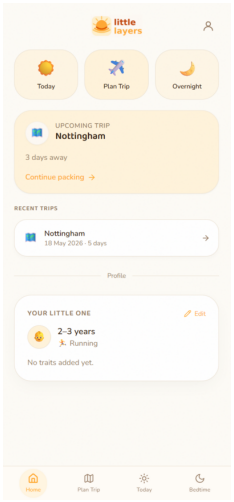
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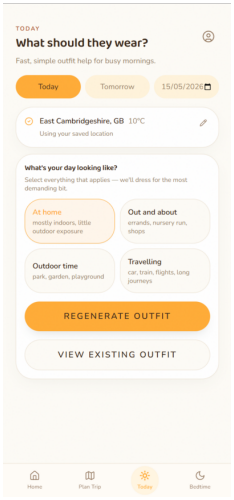
Notes to Editors

- Little Layers is a free UK web app for parents of babies and toddlers aged 0–5
- Available at littlelayers.co — no download required, works in any mobile browser
- Guidance follows NHS and Lullaby Trust recommendations
- Founded by Lewis and Hannah, parents of a two-year-old, based in Ely, UK
- Premium tier available at £1.99/month

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