

5 minutes with.... Natalie from New Mum Concierge

Whether you're a first time mum, already have little (or older!) ones at home, are on bed rest, have a prolonged stay in hospital or busy working full-time, sometimes you just need an extra pair of hands to help get everything done. Also offering unique gift packages to spoil mum, New Mum Concierge is your Personal Assistant there to help you at a time when you need it most. We spoke to the Founder of New Mum Concierge, Natalie, to ask her a few questions about mum life, business and juggling it all.

Three words to describe your style

Classic, Feminine, Practical (2 energetic boys are responsible for this one!)

Top fashion brands for you and the kids

I like to head to Witchery, Seed, French Connection myself and for the boys you can't go wrong with Cotton-On Kids plus being from the UK originally, I love Next clothing for kids – when my mum visits she brings a case load with her!

Beauty product you swear by

Touche Eclat
Decleor Night Balm
Jo Malone (Peony & Blush Suede is my fav!)

Advice for juggling motherhood and work

Organisation is key. I tend to rise early so I can enjoy my coffee, focus and plan my day with some peace and quiet before the house is a hive of activity. I prepare all the packed lunches, fill in school notes etc. and lay out uniforms the night before which I find makes for a calmer morning (usually!) Switching off to spend time with the kids is important too and I make sure I devote time each day to focus on them without the distraction of emails or phone calls. It's a fine balancing act that's for sure but running my own business affords me the luxury of working and being a mummy too so I feel very lucky.

Favourite room in your home

My bedroom. It's my sanctuary, where I can switch off with a good book after a busy day and relax. It's also the place, at weekends, where my kids come running to first thing in the morning for cuddles which I love!

Words of wisdom to new mums

The best piece of advice I received came from a close friend and that was:- cherry-pick from the advice you're given. You'll always get heaps of different advice from so many people, just go with what feels right for you and your new baby and ignore the rest.

Quote/mantra you live by

Always treat others how you wish to be treated yourself.

Shopping - online or bricks and mortar

Online for most things as it's so convenient but bricks and mortar for clothes – you can't beat a day of clothes shopping and lunch with girlfriends once in a while!

Technology you can't live without

My iphone, Sat Nav and Facetime for catching up with family back in the UK.

Ultimate holiday destination

The Seychelles (preferably a second honeymoon without children would be nice!)

Best toy you ever bought your kids

Lego for sure. Its great for brain development and creative play and spans so many ages! My boys can be occupied for hours building Lego together.

What is next for New Mum Concierge?

To continue establishing our brand within the parenting world, so my team and I can help more mums and their families in Sydney, with our eye on branching out to other cities soon. We have some exciting new additions to our Gift Package collection arriving in the next few months which I am really looking forward to and we'll also be helping to give back to the community by way of supporting local charities close to our hearts.

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