

Embargoed until 00:01, Tuesday 4 June 2019

ETIQUETTE EXPERT WILLIAM HANSON CALLS ON BRITS TO MIND THEIR Ps AND Js AS HALF ADMIT TO WEARING PYJAMAS AWAY FROM THE BEDROOM

- Half of Brits wearing PJs outside of the bedroom including to the shops, dog walking and to kick-back and relax
- A third of those swap suits for PJs to work from home, take con calls and even in the office
- UK's top etiquette expert William Hanson calls for Brits to exercise decorum as more than half a million set to wear pyjamas out and about on Friday 7 June for [Pyjamarama](#) campaign

Tuesday 4th June: New research reveals that Britain may be a nation heading towards 24/7 comfort, as half (49%) of Brits admit to wearing their pyjamas out and about, including to the shops, dog walking, on conference calls, to kick-back and relax and even in the office.

The study by [BookTrust](#), the UK's largest children's reading charity, comes as more than half a million Brits are set to wear their PJs out this Friday for Pyjamarama, a nationwide fundraising campaign to help every child access the life changing benefits of bedtime stories.

Brits love their PJs in and out of the bedroom, according to the poll. Eight in 10 (76%) wear them to bed, while those taking nightwear out of the bedroom admit to relaxing in them around the house (78%) and wearing them to pop to the shops or walk the dog (19%).

These casual Brits even abandon suits and ties in favour of the comfort of PJs for work. A third (34%) wear nightwear when working from home, on a conference or a video call, while a bold 6% have worn them into the office.

The data shows that Brexit is not the only subject splitting the nation, as Brits are divided over their preferred style of PJs. Nearly half (43%) like a traditional set of PJs, over a quarter (28%) prefer a casual t-shirt and shorts, a fifth (20%) opt for undies, while a cheeky 17% like their birthday suit best (in the bedroom, hopefully).

This Friday BookTrust is giving Brits the excuse to wear their pyjamas out all day and asking people to each donate £1 to celebrate Pyjamarama, a nationwide fundraising campaign to help BookTrust reach more children with books and reading.

The charity has also enlisted the help of the UK's leading etiquette expert, William Hanson, to assist Brits in navigating the do's and don'ts of wearing pyjamas out in public.

William Hanson says: *"It's no surprise that Britons love their pyjamas. They are an extension of the wardrobe, part of a night time routine and can be both elegant and comfortable. I'm delighted that Brits, including myself, have been given the excuse to wear our pyjamas all day for a great cause this Friday.*

However, Hanson warns: *"Pyjamarama is not an excuse to let standards slip and look like you have just rolled out of bed. If you plan to wear your pyjamas to the office, school, shop or pub you should apply the same decorum, style and respect you would to any other outfit. To help Brits, I have created a six point guide that reminds them how to watch their Ps and Js this Friday:*

- **Fresh set** - *It is not acceptable to roll out of bed and go about your day in the same nightwear. You must change into a fresh set of PJs when exposing them to the public, for everyone's sake*

- **Dressing gown** - Even though the research reveals that only 6% of Brits own a matching dressing gown (a travesty) no bedtime attire is complete without one. Gentlemen fasten their gowns left over right, while ladies fasten them right over left
- **Better Together** - A two-piece garment or pyjama set is the smartest choice for bed, and therefore taking outside also. The colour should always be subtle, less is more to avoid an eye sore which also goes for monogram. For those after a classic, understated look, Cyberjammies are an excellent choice.
- **Lace** - The research speaks for itself with lace being the least popular nightwear fabric for Brits. Keep any lace nightwear to the bedroom. There is a time and a place and it's not popping out to the shops.
- **Slippers** - A necessity in the house so should also accompany the look when out and about. Ensure they are sturdy with ankle support, practical and ideally with a heel
- **The birthday suit** - A ghastly phrase. Your bed linen deserves better and so do your colleagues

Gemma Malley, BookTrust Director, adds: "We have long suspected that Brits love their pyjamas and now we have definitive proof. With William Hanson's help, BookTrust is encouraging Brits to pay £1 to indulge in wearing their PJs this Friday and celebrate Pyjamarama.

She continues: "Over 600,000 children and adults from across the country have already signed up to take part. In the final days we want to encourage more schools, nurseries, businesses and individuals to get involved. All monies raised will help BookTrust's work to ensure more children have access to books and reading, which really does change lives".

To sign up for Pyjamarama and receive a fundraising pack visit: booktrust.org.uk/pyjamarama.

For more information and interviews please contact:

James Rollinson – jrollinson@newsfeedpr.co.uk

Jess Duffin – jduffin@newsfeedpr.co.uk

Notes to Editors:

About the research:

The research was conducted by Fly Research in April 2019 with 1,000 UK parents with children aged 10 years or younger

About Pyjamarama:

Pyjamarama is supported by Roald Dahl and Quentin Blake's Matilda (Penguin Random House), Tony Ross and Francesca Simon's Horrid Henry (Orion Publishing, part of Hachette Children's Group), Jacqueline Wilson and Nick Sharratt's Tracy Beaker (Penguin Random House Children's) and Ben and Holly from Entertainment One's Ben & Holly's Little Kingdom.

About BookTrust:

BookTrust is dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative. Their early language development is supported and they also do better at school.

We are the UK's largest children's reading charity; each year we reach 3.4 million children across the UK with books, resources and support to help develop a love of reading, because we know that reading can transform lives.

We work with a variety of partners to get children excited about books, rhymes and stories, because if reading is fun, children will want to do it. Our books are delivered via health, library, schools and early years practitioners, and are supported with guidance, advice and resources to encourage the reading habit. booktrust.org.uk

Funds raised from BookTrust's Pyjamarama campaign could go towards:

- £25 could provide 15 pre-school children living in women's refuge centres with their own book pack
- £50 could provide 6 families from deprived communities with additional support through their children's centre to develop a reading habit
- £100 could help us work with a struggling secondary school to support teenagers re-engage with reading
- £1,000 could enable us to support 740 children with a disability that impacts motor skills, providing them with specially created touch and feel books, finger puppets and guidance for parents