

MellowSleep Introduces the Cloud Throw Blanket, an All-Season Blanket Engineered to Help the Body Unwind

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MellowSleep has launched the Mellow Cloud Throw Blanket, an everyday blanket designed to combine a soft hand feel with functional construction that supports physical relaxation. Available in two sizes and two colorways, the product targets consumers who want a throw that performs as well as it looks ? one that holds up through regular use and retains its feel wash after wash.

At the foundation of the Cloud Throw Blanket is an elastic stretch knit construction that sets it apart from standard throw blankets on the market. The elastic weave allows the blanket to conform naturally to the body's shape and drape without squeezing, slipping, or restricting movement. This construction delivers a gentle, evenly distributed pressure across the body that is designed to help signal the nervous system to shift from a state of alertness toward rest ? making the blanket a functional sleep and relaxation accessory rather than simply a decorative textile.

The Mellow throw blanket features a dual-sided design, with a cooling side intended for warmer nights and a plush side suited to cooler conditions. The breathable all-season weave is engineered to balance warmth with airflow, preventing the heat trapping and overheating that makes many year-round blankets impractical for summer use. The result is a single blanket that functions comfortably across seasons without requiring consumers to swap between heavy and light options throughout the year.

Customer feedback has highlighted the quality of the fabric as a distinguishing characteristic. "I'm picky about textures and this blanket is perfect," said Kiko J., a verified customer. "The fabric feels soft, doesn't shed, and drapes nicely. It has held up well after multiple washes."

The brushed fabric used throughout the Mellow all-season blanket is OEKO-TEX Standard 100 certified, meeting internationally recognized standards for safety, hypoallergenicity, and responsible manufacturing. The material is antibacterial and 100% vegan, with no animal-derived components, making it suitable for consumers with sensitive skin or ethical purchasing requirements. The blanket is also engineered to resist pilling with daily use, addressing one of the most common complaints about premium throw blankets that degrade quickly despite high initial prices.

Care simplicity was built into the product design. The Cloud Throw Blanket is fully machine washable, maintaining its softness and structural integrity through repeated wash cycles. MellowSleep recommends machine washing cold and tumble drying on low, with the blanket retaining its texture and performance over time without special handling requirements.

The blanket is available in Medium (50 by 60 inches) and Large (60 by 80 inches) sizes, offered in Glacier and Creme colorways. Priced at $74, the Cloud Throw Blanket is positioned within MellowSleep's expanding lineup of comfort products, developed with the same emphasis on material quality and functional performance that has defined the brand since launch. It is available now through the MellowSleep website with free shipping on orders over $100 and a 30-day return window.

About Mellow: Launched in 2025, Mellow is a sleep-focused consumer goods company offering a range of sleep essentials, including the Hotel Pillow, CloudAlign Pillow, Comforters, Cooling Pillowcases, and MellowSoft loungewear. The brand operates through a creator-led, digital-first distribution model and is expanding into major retail. Mellow's products are designed around Scandinavian-inspired aesthetics and a focus on material quality and customer satisfaction.

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