

# Blade & Rose Sustainability Highlights

- **WWF Partnership & Organic Collection**

- Over **£60,000 raised** to support global wildlife protection.
- Organic range designed to be gentle on children's skin and kind to the planet.
- Every purchase contributes directly to conservation projects.

- **OEKO-TEX® Certified Products**

- All garments tested for **harmful substances** and approved safe for babies.
- Environmentally responsible production methods.
- Provides peace of mind for parents choosing safer, cleaner textiles.

- **Preloved Marketplace (Launched 2025)**

- Extends the lifespan of Blade & Rose clothing through resale and reuse.
- Reduces textile waste and supports a **circular economy**.
- Offers families affordable, planet-positive options.
- Aligns with the UK secondhand apparel market's projected **11.12% CAGR** (2024–2032).

- **Eco-Conscious Packaging**

- Garment bags made from **100% recycled & 100% recyclable** materials.
- Mailing bags produced with **60% recycled content** and fully recyclable.
- Reduces reliance on virgin plastics and ensures responsible end-of-life disposal.

- **Ethical & Responsible Manufacturing**

- All partner factories are **BSCI certified**.
- Guarantees ethical labour standards and safe, fair working conditions.

- Ensures continuous improvement in social and environmental responsibility.
- **Our Ongoing Commitment**
  - Dedicated to reducing environmental impact across all operations.
  - Focused on creating quality children's clothing that is loved, trusted, and sustainable.
  - Committed to shaping a brighter future for the next generation.

**Supporting WWF with Our Organic Range**

**Certified OEKO-TEX® Products**

**Preloved Marketplace – Extending the Lifecycle of Clothing**

**Sustainable Packaging Initiatives**

**Ethical and Responsible Manufacturing**

**Looking Ahead – Our Ongoing Commitment**