

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