

7 Baby Steps Towards A More Sustainable Wardrobe

Did you know that a child goes through about 17 sizes of clothing between the ages 0 - 16?! That is a lot of clothes! Therefore we have put together a list that might help you become a more responsible online shopper.

As a parent you already have far too many things to take care of and handle, we know! So do not feel bad about taking it slow at first if you are new to this. It is easy to get overwhelmed. The goal here is to make a difference, however small. Although if we do it together we can make great changes for the future.



1. Wardrobe Check

We believe it is important when buying clothes for your child that you buy clothing that you really need. We also believe that you should buy good quality products that cannot only be washed many times, but can also be sold second hand, inherited or given to charity in a good condition. When you buy something new, your child has probably outgrown something else. Please make sure that someone else can use it and make another child happy.



2. Repair, Share, Resell or Donate!

Items that no longer fit, feel worn out or just lost their cool can still be of use to others. Here are some tips from BSG:

- The second hand market for children's wear is growing rapidly for known premium and luxury brands. Some collections can even be worth more second hand than when you bought it!
- You can remake or repair the item together with your “little designer” at home and create a whole new garment!
- Let another child inherit
- You can gift the item to a friend
- Donate to charity
- Recycle, if your item can no longer be used or repaired, make sure to recycle it properly so it gets the opportunity to become something new in the future.
- Being kind is cool! Even if we're talking about kindness to your items or other small people. Sometimes they go hand in hand.

3. Go for the classics

Many things are bought as an impulse buy. To avoid buying something that will only be worn a few times we recommend to consider; base garments, classics, a bigger size that you first planned for longer use, a brand you already know you like, a certificated garment, or to invest in high quality items that you know your child thinks is comfy. Adopting this intentional attitude with each and every purchase will mean you are making more responsible choices with very minimal efforts.



4. Check out the certificated assortment

Buying a certificated item does not mean that the production is free from environmental impact, but being more aware of your choices will make a difference. Do your research when considering a new purchase so you are as informed as possible. Ask questions and find out what the certificates mean. In the long run your efforts will push suppliers to more responsible productions.

5. Wash with care

- Check the instructions on your garment before washing. Maybe it is worth trying washing a bit colder?
- Do not wash just one thing at a time. Collect your washing.
- Wash with natural and toxin-free washing powder.
- Do not tumble dry if you really do not have to. Good fabrics stay soft without having to be tumble dried.
- If you need to dry-clean something special, look up a local dry-cleaner that can provide a more sustainable option without harmful chemicals.



6. Be a responsible shopper

By following the above recommendations I think you can already consider yourself a responsible shopper, but there is one more important thing; returns. Luckily BSG has a low return rate for an ecommerce reseller within retail, but every percent is still too much. We see that customers are buying multiple sizes and then returning half their orders. Today there are many ways to obtain information; Google, contact customer service, read reviews, ask your friends! And ask yourself; can I give this item to someone else or do I really need to return it?

This way we can avoid sending items back and forth and reduce CO2 emissions.



7. Engage in the conversation

Implementing small changes in our own choices and being a part of the conversation will raise awareness among others. Every conversation and action is a step closer to a more sustainable world. No action is too small and no conversation about sustainability is insignificant. Together we can make a change.