



Best Eco Baby Collection

Ethical
Sustainable
Eco Friendly
Zero Waste
Merino



A True Story of Ethical Merino...

When we started Superlove Merino, we'd been in the clothing industry long enough to see that fast cheap dirty fashion was highly damaging to the planet, animals and people.





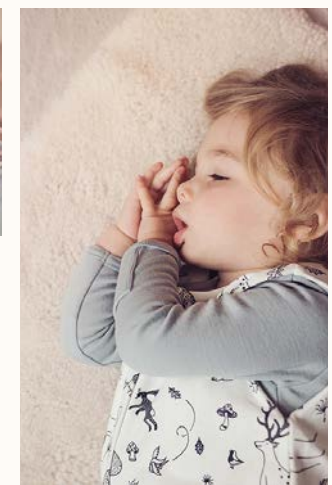
NATURAL. SUSTAINABLE. BIODEGRADABLE. ZERO WASTE

We'd watch our own baby daughters sleeping (as you do) and couldn't help but be moved by how innocent babies are and the complete faith they have in their parents – that we'll make sure their world is a good place. So we resolved to be ethical...not a little bit ethical, not just for show but really, honestly, totally ethical – and transparent about it all too. To be sure, we came up with the 'test' we always use - to check every decision we make...

'Could we tell a tiny child a story about this at bedtime and if we did, what would they say?'

Would they be stories of landfill, toxic dyes polluting rivers, cruelty to animals, third world sweatshops? Or oceans clogged with the plastic packaging?

No.





Instead we can tell of beautiful, honest really high-quality clothing for children, that feels smooth and comfy against skin and always keeps you warm in winter and cool in summer.

Made in clean process, fair paying factories from natural, sustainable and biodegradable fabrics, that last for ages before eventually one day disappearing back into the soil without a trace.

Other nights the story is about happy free ranging Merino sheep living long lives high in the Southern Alps of NZ - where they belong. Sheep whose welfare is protected so they need never experience pain, fear, sickness, hunger or lack of shelter.

Then there is the one about two women who built a sewing factory and created jobs in the countryside. That factory is powered by the sun and the hum of sewing machines often competes with sounds of laughter (and there are always plenty of cups of tea). When the clothing is made it is sent out to children in special packaging that would disappear into soil after 2 years...

And the newest story is one of Zero Waste, where instead of sending offcuts to landfill, they are up-cycled and used in a whole new way.

The best thing is, all of these stories are

True.



NEW
FOR 2021

The Superlove ECO collection features Zero waste reMerino™ classics like the quilted Merino Superblanket™, Reversible Merino Hats and Bibs made from cutting room waste, Merino Sleeping Bags with YKK Zippers recycled from plastic bottles.

A new addition to the Baby & Toddler Eco collection for 2021 is the Superhoodie™

- Supercosy in the winter – Supercool in summer thanks to the temperature regulating and breathable power of Merino wool
- Built-in-Baselayer™ Each hoodie has an inbuilt Merino layer for warmth, temperature regulation and moisture wicking
- Reversible Design – 2 garments in one. Choose from 9 beautiful prints inspired by nature and the elements – wear the print on the outside or reverse for an understated block colour with just a pop of print showing in the hood
- Supersoft and soothing on sensitive skins (and perfect for eczema)
- 100% Natural alternative to plastic derived fleece
- Easy Care – Merino is naturally antimicrobial and needs hardly any washing to stay fresh – when it does, Superlove Merino is Machine washable and quick drying



Superlove's Ten ECO Promises

1. 100% ZERO Waste

Superlove Merino generates ZERO production waste. Most cutting room scrap is redirected into creation of new fabric we call 'reMerino' used to produce luxurious handmade patchwork baby blankets. Any leftovers from that process, along with other associated waste such as fabric roll cores, pallets, wrappings and thread cones – all goes to Local Co-op The Kendal Scrapstore – who reuse it all for up-cycling projects .

2. 100% Solar Powered

Superlove Merino's Lake District Production Studios is powered purely by sunlight!

3. Slow fashion – Handmade in the UK

Our little factory in the Lake District is home to a long term close knit team of skilled machinists, cutters, designers and operations staff, most of whom have been with us for years. Our team hand make all our garments with a high sense of privilege and pride. It is our honour to work with mother nature's super fibre.

4. 100% sustainable and eco friendly – naturally

Merino wool is a naturally eco friendly fibre – fully sustainable, growing back year after year and it requires very little processing to turn it into perfect soft silky fabric. At the end of it's life, many of our pure wool garments can actually be composted – leaving no trace.

5. Eco Packaging

We can all see plastic is a huge issue, so we've made sure our packaging is plastic free and home compostable – This is important since the truth about most 'compostable' plastic is that it can only be composted commercially – something that is rarely available or accessible outside of major cities – so often, it just ends up in the sea like all the rest. Our garment packaging is made entirely from plant starches and will turn into lovely soil in a regular home compost bin within just 6 months!



6. ZQ Certification = Fully Traceable - Happy Sheep

Sheep are lovely creatures, they are brilliant loving mamas and the sisterhood is strong - with Merino females even supporting each other through childbirth. The sentience of this ancient breed is obvious to us and in return for being able to work with their miracle wool, we want to ensure we respect and care for them. We only source wool from the highly respected ZQ program

<https://www.discoverzq.com/animal-welfare>

All our Merino wool can be traced right back to the farm, where the sheep live free range and enjoy the highest level of animal welfare anywhere in the world. All our sheep are guaranteed the '5 Freedoms'

- **Freedom from THIRST & Hunger**
- **Freedom to live naturally & free range**
- **Freedom from discomfort - free access to shelter, shade,**
- **Freedom - total protection from distress - Our Merino sheep are never, ever mulesed or live exported**
- **Freedom from disease - ZQ farmers ensure their flocks are healthy and are regularly checked by independent vets**

We've visited and inspected our farms in New Zealand ourselves and they are inspiring places - Truly happy sheep (and sheep dogs are included too by the way).

7. Clean Process Manufacturing

Our fabrics are produced with GOTS Organic certification and are Bluesign Approved. This guarantees no nasty chemicals are used in the manufacture of our fabrics - and also ensures that the factories are fully environmentally responsible - no dirty emissions or chemical effluent being released into the surrounding environs.

8. Naturally antimicrobial and needs minimal washing

Merino is a miracle of nature and has the power to neutralise germs and smells - all without excessive washing or the use of any harsh chemicals to keep it clean and sanitised.

9. Milk bottle Zips!

The only plastic item in our range - the YKK zips in our sleeping bags and sleepsuits - are now 100% recycled from plastic post consumer waste. 1 zip - 1 plastic bottle.

10. Extended Life & Evolutive Design

We take every opportunity to build longer lives into our garments since this is a bit of an issue in the world of Childrenswear. - Our sleeping bags all last several years (and are durable to last through several children) and feature clever design features to make them size adjustable, the average Superlove sleeping bag is worn by 2 children and sees nearly 2000 sleeps in it's lifetime

- **Extra long cuffs on all our leggings and sleepsuits mean months of extra wear beyond the size label**
- **Vest extenders pair with our Merino bodysuits to ensure they have maximum lifetimes**
- **Reversible Hats and Hoodies with built in Merino Base-layers give 2-in-1 garment versatility**



One of the clothing industry's dirtiest secrets, is waste... Every year millions of tonnes of waste fabric ends up in landfill. This is easier to understand when you learn that whenever patterns are cut for garments, even carefully, 15-20% will get wasted as offcuts. This is part of the reason the textile industry is the second biggest global polluter (after oil).

