

KIDSWEAR COLLECTIVE X SELFRIDGES



The pre-loved baby & kids luxury website opens a 3-month pop-up in Selfridges, Oxford Street.

Kidswear Collective, the online store selling pre-loved designer fashion for children from birth to 14 years, is delighted to announce the opening of a 3-month pop-up in Selfridges on Monday 16 March.

The 43 square metre pop-up, curated by Selfridges, will be located on the fourth floor of the department store and will stock items for babies, boys and girls including clothing, footwear and accessories. Stock will be regularly rotated to showcase as much of the range as possible. The website, which launched just over a year ago, is the brainchild of Shoshana Kazab, a veteran in the Kidswear industry who is also the founder of Fuse Communications, which for the past 15 years has been the leading kids PR agency working with luxury fashion brands such as Il Gufo, Marie-Chantal, Mischka Aoki and Rachel Riley.

Helen Attwood, Selfridges Kidswear Buying Manager, says: "We are so excited to launch this first-of-its-kind partnership with Kidswear Collective. It's a unique concept which allows us to experiment with a new retail model, while extending the lifespan of pre-owned children's clothing and offering our customers a new way to buy – and sell! The addition of Kidswear Collective to Selfridges brings a bold and engaging new dimension to the Kidswear environment in our Oxford Street store."



For further information and images please contact:

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Kidswear Collective stocks pre-loved designer pieces from over 250 brands including Burberry, Gucci, Moncler, Dior, Stella McCartney and Chloe with discounts up to 80% off the original retail price.

Shoshana says: *"I'm very fortunate to have worked with the top influencers and some of the best brands and wanted to find a way to create something very special which could address our urgent need to reduce waste in the fashion industry, but also make available designer pieces at affordable prices. The launch of the platform was in response to customers desire to shop in a more sustainable way, particularly when it comes to fashion. Our access to stock is unrivalled, as we are able to source from multiple channels including private sellers, samples and garments used in fashion shoots."*

Shoshana continues: *"We are passionate about extending the lifecycle of luxury clothes and offering a first-hand experience to all our customers. We are incredibly excited to partner with Selfridges - who are trailblazers in sustainable initiative to help us translate the online experience into a physical space. We want to change the perception of what pre-loved is in peoples' minds and demonstrate that buying pre-loved baby and childrenswear is a 'no-brainer', particularly when we think about how quickly they grow out of things."*

A popular hash tag (coined by Eco Age) currently trending called #30wears, encourages us to wear our garments at least 30 times. With a designer kids garment, it is estimated that it is worn on average only five times before a child grows out of it. This means that there are at least five more potential owners for this one garment before we reach the minimum threshold in terms of sustainability. There has never been a better - or more important time - to change the way we shop, but without having to compromise on quality.

Another feature of the website is that it works with popular influencers who have their own pages, where customers can shop their collections. *"Influencers have a huge fan base, so having them involved means their followers can shop their favourite looks and can also be alerted when new pieces arrive. It's a real coming together of the industry, which is why we called it a 'collective' - it's a great way for us to all support each other,"* continues Shoshana. Influencers on the site include The Fashion Bug Blog, Louise Roe and Juliet Angus.

Sustainability has never played more on our minds as it has now. Of the 80 billion pieces of clothing produced worldwide, it is estimated 75% of these will end up in landfill each year. And in Britain alone, we are expected to throw away 235 million items of clothing this year.

Every garment is cleaned, photographed and carefully stored until it is sold. All items must pass Kidswear Collective's '8-step inspection process' to ensure only the highest quality pieces are stocked. Kidswear Collective donates up to 5% of all sales to the NSPCC and any unsold items are donated to the family charity, Little Village.

**Check out Kidswear Collective at:
<https://www.kidswearcollective.com/>**

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