



NEWS



Sustainable passion for pre-loved kids fashion

The inspiration for the new Irish-owned family business, **Lovely Things**, came about as owner, Laura Grant, was trying to squeeze yet another new child's outfit into an already bulging wardrobe.

Lovely Things sells beautiful pre-loved children's and baby clothes, principally online at lovelythings.ie, and now at a pop-up store in Dún Laoghaire Shopping Centre, until February 6. An extensive collection of high-quality clothing for newborns through to 12-year-olds is stocked, that has been previously owned, with many exceptional finds from children's ranges by Tommy Hilfiger, Diesel, Karl Lagerfeld, Chloé, DKNY and Ralph Lauren.

Mother to three children, Laura Grant realised after having her last baby that her house was stacked high with children's clothing, worn only a handful of times and quickly outgrown. There were even clothes that were not used at all, or just worn once.

The shame of all that waste really struck Laura, who says she truly believes good clothing should be recirculated and re-worn.

"Everything we stock in Lovely Things is guaranteed quality and freshly laundered, much of it new or even

brand new with tags. Our benchmark is not to sell any item of clothing we wouldn't dress our own kids in. The amount of children's clothes we all buy, and are gifted, that are hardly worn is phenomenal."

Separates cost from just €5 and there are great value bundles of wardrobe staples and complete matching outfits, as well as special occasion wear and designer pieces.

Laura says the environmental factors and the sheer waste of clothing particularly bothered her. "With 80 billion new pieces of clothing manufactured every year, it is clear that how fashion is currently produced and used is unsustainable. So much new clothing will never even be worn, with growing amounts dumped in landfill.

"By reusing a valuable product, we limit CO₂ emissions, the use of pesticides and fertilisers [to grow cotton], and the billions of litres of water needed to make new clothes," Laura explains.

Regular competitions and new stock previews feature on the Lovely Things Facebook and Instagram social media, with great giveaways linked to the new Dún Laoghaire pop-up store.

Gift vouchers are also available online at lovelythings.ie