

LOVE

THE PLANET

YOU

PLAY ON

IMPACT REPORT
2025

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WELCOME TO OUR IMPACT REPORT

2024 was another big year for Frugi. We celebrated major milestones, met a few honest setbacks, and stayed focused on our vision: A world without waste.

This report isn't just a list of wins (although there are a few worth shouting about). It's a check-in. A progress tracker. A reminder that meaningful impact is something we build decision by decision, day by day - not overnight.

You'll notice some themes that keep coming up: circularity, community and transparency. These ideas sit at the heart of who we are, and you'll see how they shaped our decisions this past year - from the way we design our range to how we work with our suppliers.

You'll also see where we fell short, what we're still working on, and where we're going next. Because progress isn't always neat. But it's always worth the effort.

Whether you're a parent, aunt, uncle, grandparent, friend, one of our partners, or part of our internal Frugi team, thank you. This is our journey. We're glad you are part of it.

THINGS TO BE PROUD OF IN 2025...



90.9 Our B Corp score, achieved in April 2025



17% Fit for Longer styles in AW25, up from 14% in AW24



45% Circular styles in AW25 collection up 9% on our goal



36% Water consumption reduction (YoY) at our Indian Queens HQ



14% Electricity consumption reduction (YoY) at our Indian Queens HQ



4.4 Our current Trustpilot rating (goal: 4.7)



A LITTLE ABOUT US

We’re Frugi, the people and planet conscious childrenswear brand on a mission to inspire a love for the planet we play on. Born in 2004 from a parent’s need for sustainable clothing, we’ve become a global destination known for our clever designs and vibrant prints.

Crafted to keep up with the wildest playtimes, we’re on a mission to make clothing last even longer. We continue to grow our circular collection with our highly skilled team creating more circular options than ever before. This means less textile waste in landfills and reducing the need for virgin materials. From GOTS certified styles made with organic cotton to recycled plastic, there’s thought in every thread.

In 2025, Frugi became a Certified B Corporation™, scoring 90.9. Every area of the business, from ethical supply chains to team wellbeing, has been rigorously assessed, joining a global movement of businesses that meet high standards for people and the planet.



OUR VISION
A world without waste!



OUR PURPOSE
To inspire every human to love and protect the planet we play on.



THE PROBLEM
The cheap throw-away convenience culture destroying our planet.



OUR VISION:

A WORLD WITHOUT WASTE

We need to talk. About the fact that cheap things cost more. Cheap things wear down, wear out and fall apart.

The clothing industry fills our oceans with microplastics, our rivers with pesticides and our air with CO₂. Every second, a rubbish truck of clothes is dumped into landfill. All in the pursuit of fast fashion.

We're Frugi. We sell things, yes, but we're creating them differently. Durable, sustainable clothing designed for adventure and made to last. That's what we do. Made with care, crafted from gentle fabrics and created with kindness. To pass on, patch up or recycle.

Because a cheap, throwaway society is costing us all the one thing we can't buy back: Our home.

Really, kids don't need more clothes. What they need is more trees, fresher air and cleaner oceans. More joy, more fun, and a bright, bright future - for them, and for the planet they play on.

A NOTE FROM JENI



JENI, FRUGI PRODUCT & BRAND DIRECTOR
HAS BEEN WITH FRUGI SINCE 2010 AND SHAPED
OUR DISTINCTIVE DESIGN HANDWRITING AND
COLOURFUL BRAND SPIRIT.

“

It's been another year of colourful adventures at Frugi HQ, and we're exceedingly proud to have achieved our B Corp certification, something our team has worked hard towards for a long time. Frugi is now part of a global community of businesses that meet high standards of social and environmental performance, accountability, and transparency.

This commitment isn't new to us, it's been woven into everything we do from the very beginning. We've always used certified organic cotton in our virgin cotton ranges, and all our organic cotton clothing is proudly GOTS certified by the Soil Association. This means every step of the journey, from the certified organic fibres to the way our clothes are made, meets strict environmental and ethical standards. We value the strong, lasting partnerships we've built across our supply chain, some of whom have been with us since day one.

Becoming B Corp certified is a celebration of everything we stand for and reinforces our mission to do business better.

This year's Impact Report reflects on these achievements and shares how we plan to push ourselves even further in the year ahead.

Thank you for being part of this incredible journey,
we couldn't do it without you!”

Jeni



WE'RE NOW OFFICIALLY **B CORP™ CERTIFIED!**

We're over the moon (and rainbow) about it! After lots of behind-the-scenes hard work, we're proud to say Frugi is now a Certified B Corporation™, joining a global community of businesses that meet high standards for people and the planet.

Our score was 90.9 - and every thread of what we do, from our ethical supply chains to how we support our people, has been rigorously checked and certified.

This is just the (officially certified) beginning. We'll keep pushing for better - for little ones, for grown-ups, and for the planet we play on.

BUT WHAT IS B CORP?

Let's start with the B - it stands for Benefit for All. That means doing business in a way that benefits people, communities, and the planet. Certified B Corporations (or B Corps, for short) are companies that have been verified by a non-profit called B Lab. They check that businesses meet the highest standards of social and environmental impact, as well as being open, honest, and accountable about how they work.



OUR 2025 SCORE

To become a Certified B Corporation, we had to complete the B Impact Assessment and earn a score of 80+ points.

The assessment evaluates a business across five key impact areas:

- 29.4 ENVIRONMENT
- 23.4 WORKERS
- 17 COMMUNITY
- 16.1 GOVERNANCE
- 4.7 CUSTOMERS



ENVIRONMENT

29.4

Environment isn't limited to how we manage our environmental impact in just our own operations, but across our entire supply chain. From emissions and energy use to waste, water, and biodiversity, it's about understanding the full picture and taking meaningful action.

We scored **29.4**, slightly ahead of the **UK average (27.6)** and the **retail industry average (27)**. That's largely thanks to our continued commitment to organic production through **GOTS certification**, which helps ensure lower-impact farming and processing methods.

Over the last year, we've made meaningful progress at Frugi headquarters, significantly reducing our utility usage and improving overall efficiency.

We're now turning our attention to the role **carbon** plays across our supply chain. Taking the time to get a clear, accurate understanding of our footprint and once we have that, we'll be in a stronger position to set bold, science-based targets and take the right next steps.



ORGANIC
MEANS WORKING
WITH NATURE
NOT AGAINST IT*

*SOURCE: SOIL ASSOCIATION



Organic, licence number GOTS-11359

WORKERS

23.4

This section focuses on how we support the people behind the brand, our team. It looks at everything from financial security and health to career development, satisfaction and safety.

We scored 23.4, which puts us ahead of both the **UK average (19.5)** and the **retail industry average (16.4)**. We're proud to be a **Living Wage Employer**, but we haven't stopped there.

Since our assessment, we've made some big steps forward for our team:

- Enhanced **maternity and paternity leave**, so new parents can spend more time with their growing families.
- Improved **sickness cover** and enabled our team to **buy holiday** (twice a year).
- Introduced new **salary sacrifice schemes** for pension, electric car, tech and home purchases.

REFINED BRANDS SUMMER PARTY 2025



COMMUNITY

17

Community isn't just about where we're based, it's about how we treat the people and places connected to what we do. This section covers everything from diversity and inclusion to supply chain practices and local economic impact.

At the heart of it, we want to work with people and in spaces that share our values: **fairness, responsibility, and respect**. The most productive relationships are built on trust and a shared sense of purpose.

We scored **17**, comfortably above both the **UK average (12.5)** and the **retail industry average (12.9)**.

One of the tougher areas for us was **Economic Impact**, which tends to favour businesses making local purchases. Since many of our core materials are grown in India, we focus on reducing our environmental footprint by manufacturing close to the source, even though we're based in the UK. It's not the highest scoring strategy, but we believe it's the right one.

We're especially proud of our **Supply Chain Management** score: **8.7**, compared to the UK average of just 3. That reflects the deep value we place on long-term, ethical relationships with supply partners we know, trust and support.

And while **GOTS certification** is currently only recognised by B Corp for organic standards, we're actively working with GOTS to push for wider recognition of its social and ethical values, because we believe those principles matter too.



16.1

GOVERNANCE

This bit might sound a little dry, but it's actually one of the most important parts of how we work.

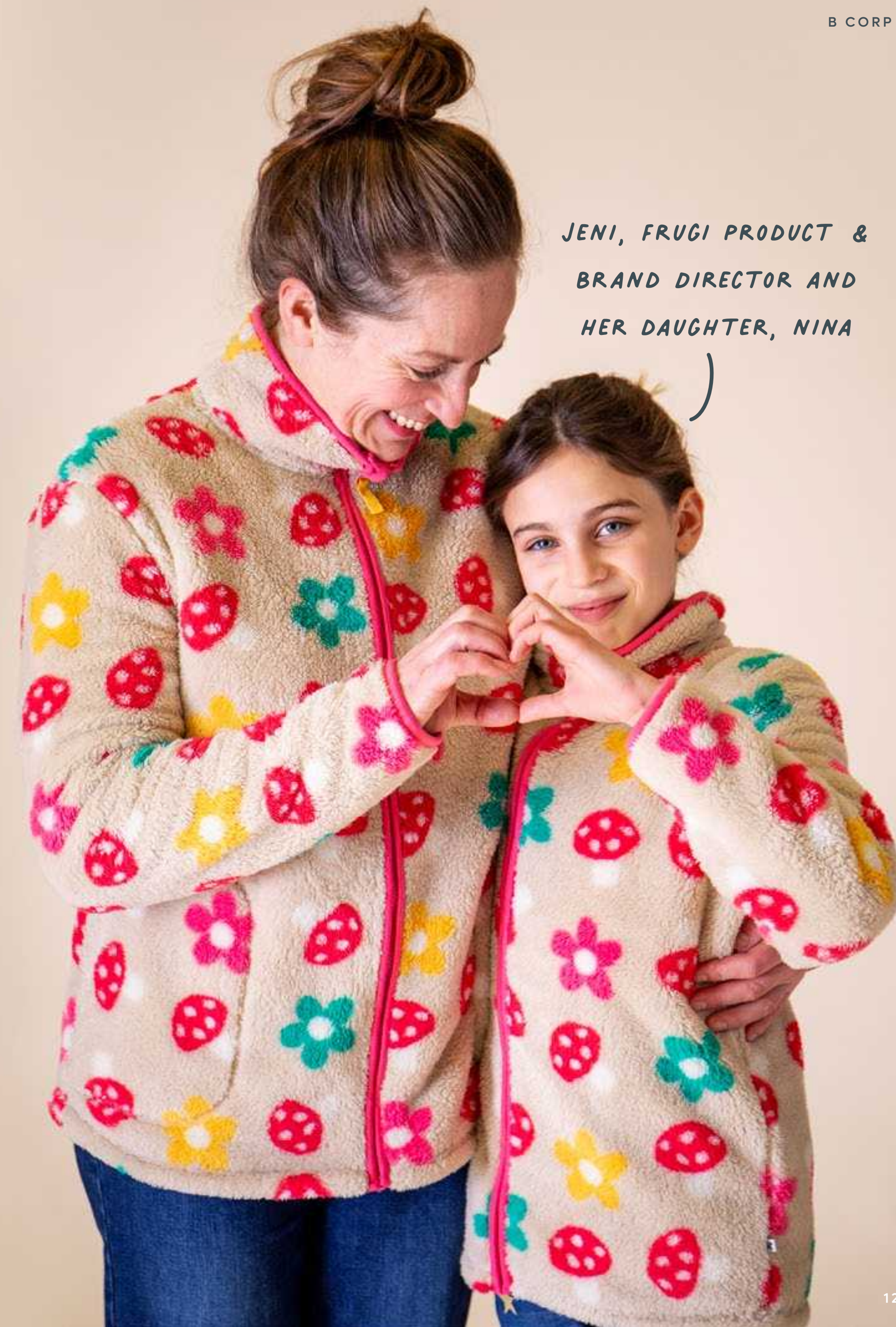
Governance is all about how we embed our mission, ethics, and transparency into everything we do. It's the structure behind the scenes, how we make decisions, who's involved, and how open we are about it.

We're proud to say we scored **16.1** here, that's nearly double the **UK average (8.4)** and well above the **retail industry average (7.4)**.

A big part of that is our approach to Ethics & Transparency. We scored **5.4 out of 6**, thanks to how we share information internally and externally, with very few limitations. In short: we aim to be open, honest, and accountable.

Good governance might not grab headlines, but it's the foundation for real, lasting impact and we're committed to getting it right.

JENI, FRUGI PRODUCT &
BRAND DIRECTOR AND
HER DAUGHTER, NINA



4.7

CUSTOMERS

This part of the assessment looks at how we serve and protect our customers, covering product quality, ethical marketing, data privacy, and how we listen and respond to feedback.

We scored **4.7 out of 5**, well above the **UK average (2.3)** and the **retail industry average (2.4)**. That score reflects the high standards we set across the board, from the quality of our products to how we safeguard customer data and stay GDPR compliant.

It's about the people who buy, wear and love our products, and making sure they're supported, informed, and heard every step of the way.

Whether it's our in-country quality control team, our customer support, or our data protection practices, we're proud to lead with integrity and care.

"High quality garment, beautiful design, ethical clothing, easy to use website, efficient delivery - says it all"

SARAH, FRUGI CUSTOMER

JUNE 2025



BETH,
GRAPHIC DESIGNER

KATIE
PHOTOGRAPHY
COORDINATOR

HELEN,
GARMENT TECH

LIZ, GARMENT
TECH MANAGER

ALICE,
PHOTOGRAPHY MANAGER

PEOPLE & COMMUNITY



PEOPLE & COMMUNITY

WE DID...

Publish our very first **Modern Slavery Statement** as part of the Refined Brands Group (covering Frugi and our three sister brands) in 2024. This isn't just a box to tick, it's a public commitment to doing business responsibly and ethically.

Modern slavery, in all its forms; from forced labour to exploitative working conditions, still exists around the world, especially in complex global supply chains.

Our statement lays out the steps we're taking to protect human rights and prevent exploitation across our supply chain. We're working to ensure that everyone involved in making our clothes is treated fairly, works in safe conditions, is paid appropriately, and is free from coercion or abuse, no matter where they are in the world. This is all in line with the Ethical Trade Initiative and the ILO Base Code.

This is just the start. We'll review our progress and publish an update in our next report, because protecting people's rights isn't a one-off, it's an ongoing responsibility.

[Read the full statement here ›](#)





PEOPLE & COMMUNITY

WE DID...

Map out our tier 2 suppliers which includes the people and businesses that provide the materials and components used in our products; like fabric printers and embroiderers. They're one step removed from the final manufacturing process, but they're still a vital part of our supply chain.

WHY DOES THIS MATTER?

Because transparency builds trust. We believe everyone involved in making our products should be treated fairly, and mapping these relationships helps ensure that **every link in our supply chain meets the same high ethical and environmental standards.**

PEOPLE & COMMUNITY

WE DID...

Raise our Trustpilot score to **4.4 stars** this year (up from 4.3) a small but meaningful step in the right direction.

We've been working hard behind the scenes to improve the customer experience, including conducting secret shopper activity on ourselves. Acknowledging where we've fallen short, especially during our busiest periods, maintaining our usual high standards became a challenge.

That's our next focus: creating more touch points to ensure that every customer feels informed, valued and supported, no matter how busy things get. We're listening, learning, and striving to do better and we're grateful for the feedback that helps us grow.

"Love everything about their products, the colours, the quality, wash like a dream and ever lasting. Highly recommend"

ANGELA, FRUGI CUSTOMER

JUNE 2025



PEOPLE & COMMUNITY

WE DID...**LISTENING
TO OUR TEAM**

We saw real improvements in staff well-being between our January and September 2024 surveys, proof that the changes we've made are starting to make a difference.

***HERE'S WHAT OUR
TEAM TOLD US:***

- 86% of employees agreed or strongly agreed that they enjoy working for the company, a 2% increase from the previous year.
- The number of employees that would **recommend the company as an employer** lifted 5%.
- **73% said they would reapply for their current role**, marking a 10% increase.
- **Agreement** that the company provides a relevant and comprehensive benefits package **more than doubled**.
- There was a **2% uplift** in the number of employees who **feel supported** with resources and assistance for their mental wellbeing.

These improvements mean a lot to us, not just because they're going up, but because they reflect real experiences. There's still more to do, but we're proud to be heading in the right direction.

**THIS YEAR
WE HAVE
INTRODUCED:**

Enhanced maternity and paternity leave, so new parents can spend more time with their growing families.

Improved sickness cover and enabled our team to buy holiday (twice a year).

New salary sacrifice schemes for pension, electric car, tech and home purchases.



THE DESIGN TEAM
HELPING ON A DAY OF
TREE PLANTING



STAFF VOLUNTEER DAY AT
POTAGER GARDEN



STAFF SORTING DONATED
FRUGI CLOTHES AT ROYAL
CORNWALL HOSPITAL

PEOPLE & COMMUNITY

WE DID...

We set an ambitious goal to have **50% of our permanent team** take part in volunteering and while we're not there yet, we're moving in the right direction. So far, **20% of our team** has participated, and we've now extended our target deadline to **January 2026**.

We know how important this is, not just for the communities we support, but for helping our team connect with causes they care about.

One thing we've learned? It's not always easy for people to find the right volunteering opportunities on their own. So, to help boost participation, we'll be working more closely with charity partners to create meaningful, accessible ways for our team to get involved, without the extra admin or leg work.

The goal hasn't changed but we're being more thoughtful about how we get there.

PEOPLE & COMMUNITY

WE WILL...

Build on the progress we’ve made, here’s what we’re committing to next, with clear deadlines and meaningful action behind each goal:

Issue our second Modern Slavery Statement by August 2025, including a transparent review of what’s changed.
We’ll evaluate:

- Whether all suppliers have signed our updated Code of Conduct
- How risks are being identified and managed across tier 1 and 2
- Progress on staff training and internal awareness. This review will help us set **SMART goals** for next year, so we stay accountable and keep improving.
- Rolling out training documentation and support to our supply base

Introduce at least six “Lunch & Learn” sessions for staff at our Indian Queens HQ by **January 2026.** Topics will include GOTS certification, circular design, and our charity partners, making sure everyone at Frugi feels connected to our purpose.

Launch a quarterly supplier newsletter, with the first issue in August 2025. This will help us build stronger communication, transparency and shared values with our supply chain partners.

Reach our 50% employee volunteering target by January 2026, by removing barriers and creating easier access to opportunities. We’ll work directly with our charity partners to offer meaningful ways for the team to get involved, without needing to search on their own.

Push for a 4.7 Trustpilot rating by June 2026 by focusing on thoughtful, personal, and timely customer service that builds genuine trust and makes every customer feel valued.



PLANET



PLANET

WE DID...

Become a Certified B Corporation™, scoring 90.9

We officially joined the B Corp™ community, a group of businesses committed to balancing profit with purpose. Our score was 90.9 - and every thread of what we do, from our ethical supply chains to how we support our people, has been rigorously checked and certified.

This is just the (officially certified) beginning. We'll keep pushing for better - for little ones, for grown-ups, and for the planet we play on.

Work towards shared waste reduction goals with Celtic & Co.

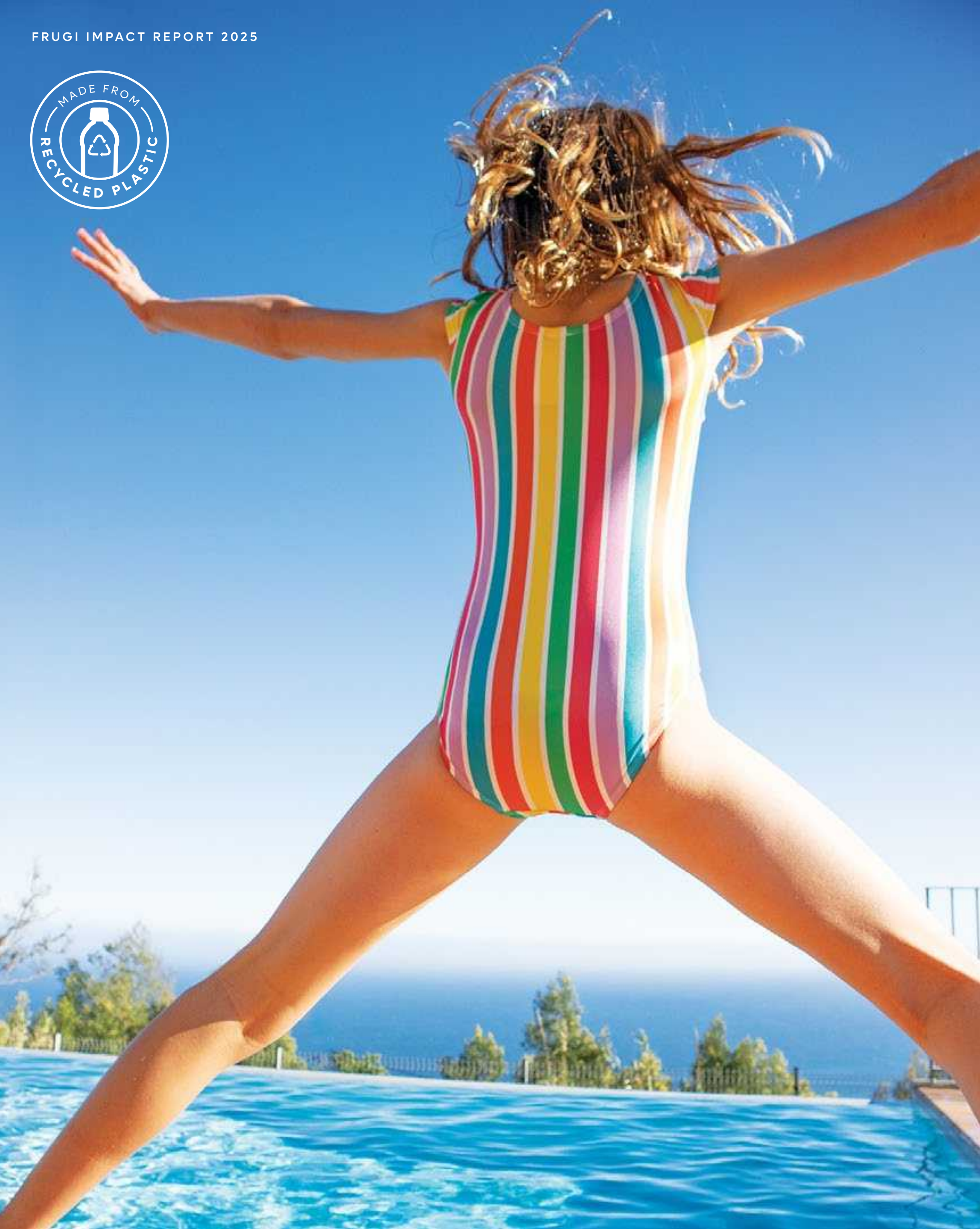
By collaborating with our sister brand, we set out to further tackle packaging and operational waste. We achieved 40.9% cardboard reuse, 28.2% plastic bag reuse, and 98.1% wooden pallet reuse across our shared operations. While challenges in Q4 meant we fell just short of our annual targets, we're proud of the solid progress.

Attract 4,700 new customers through cross-brand sustainable initiatives

Our group-wide efforts to showcase a family of responsible, planet-conscious brands brought 4,700 new customers to Frugi, just shy of our 4,800 target. It shows the growing demand for sustainable alternatives and the power of collective impact when ethical brands work together.

KIM-MARIE (LEFT) & JENI (RIGHT) WITH B CORP AWARD





PLANET

WE DID...**Prepare for the launch of our transparent supplier web page**

We've been working behind the scenes to build a supplier page for our website, designed to give customers more visibility into where and how their Frugi products are made. Transparency is a vital part of building trust, and this new page, set to launch in July 2025, will bring that to life in a clear and accessible way.

Reduce water usage by 36% and electricity by 14% year-on-year

We've made great strides in improving our environmental efficiency at HQ, surpassing our target for water and making strong progress on electricity reduction. These wins reflect daily efforts across the team, from equipment upgrades to behaviour changes.

Publish our first impact report

In 2024, we brought all our progress, challenges, and goals together in our first-ever impact report, a public commitment to transparency and accountability. It's the beginning of a new chapter in how we share, measure, and strengthen our work for people and the planet.

PLANET

WE WILL...

Investigate and introduce polybags with recyclable paper garment bags by AW26, designed to be compatible with household recycling.
We're making this change to give our packaging the best possible chance of being recycled. By choosing materials that can go straight into household collections, we're making it easier for our customers to recycle and cut down on plastic waste.
Target: July 2026

Consistently share our key sustainability and brand messages like Circularity, Fit for Longer, and GOTS in marketing campaigns at least twice a month.
We want to make sure our customers understand the extra care and thought behind our products, and why these values matter. By sharing these messages regularly through social media, emails, and in-store we're helping customers see the real benefits of choosing Frugi and how we're working to make a positive difference.
Target: December 2025

Launch a supplier page on our website to show where and how Frugi's organic cotton clothing is made.
Building on work started in 2024, we'll create a dedicated page that gives customers a closer look behind the scenes. It will include details like the country of origin, our Code of Conduct, supplier visits, long-standing partnerships, and the benefits of using organic cotton. It's all about being open, building trust, and celebrating the positive impact of the way we work.
Target: July 2025

POINT OF SALE FOR OUR STOCKISTS



ORGANIC
COTTON
ALWAYS
NO NASTIES
EVER



*100% of our virgin cotton is GOTS Organic, certified by the Soil Association, Licence Number GOTS-11359.



EMMA (LEFT) & LIZ (RIGHT) EXPLORING INDIA ON A SUPPLIER TRIP

PLANET

WE WILL...

Measure and understand the carbon footprint across our supply chain.

We're working to get a clear picture of the impact at every stage, through production to transport, warehousing and despatch. With support from a local university, we've already made good progress in calculating the carbon footprint of some of our textile products, focusing on Scope 3 emissions. This work will help us make smarter, more informed decisions as we look for ways to lower our impact.

Target: May 2026

Review our progress and publish the 2026 Impact Report with a stronger focus on data and future targets.

Each year, we share where we're at and where we're heading. For our 2026 report, we'll take a deeper look at the data behind our impact and set clear, meaningful goals for the year ahead. It's all part of staying transparent, holding ourselves accountable, and making sure we keep moving in the right direction.

Target: July 2026

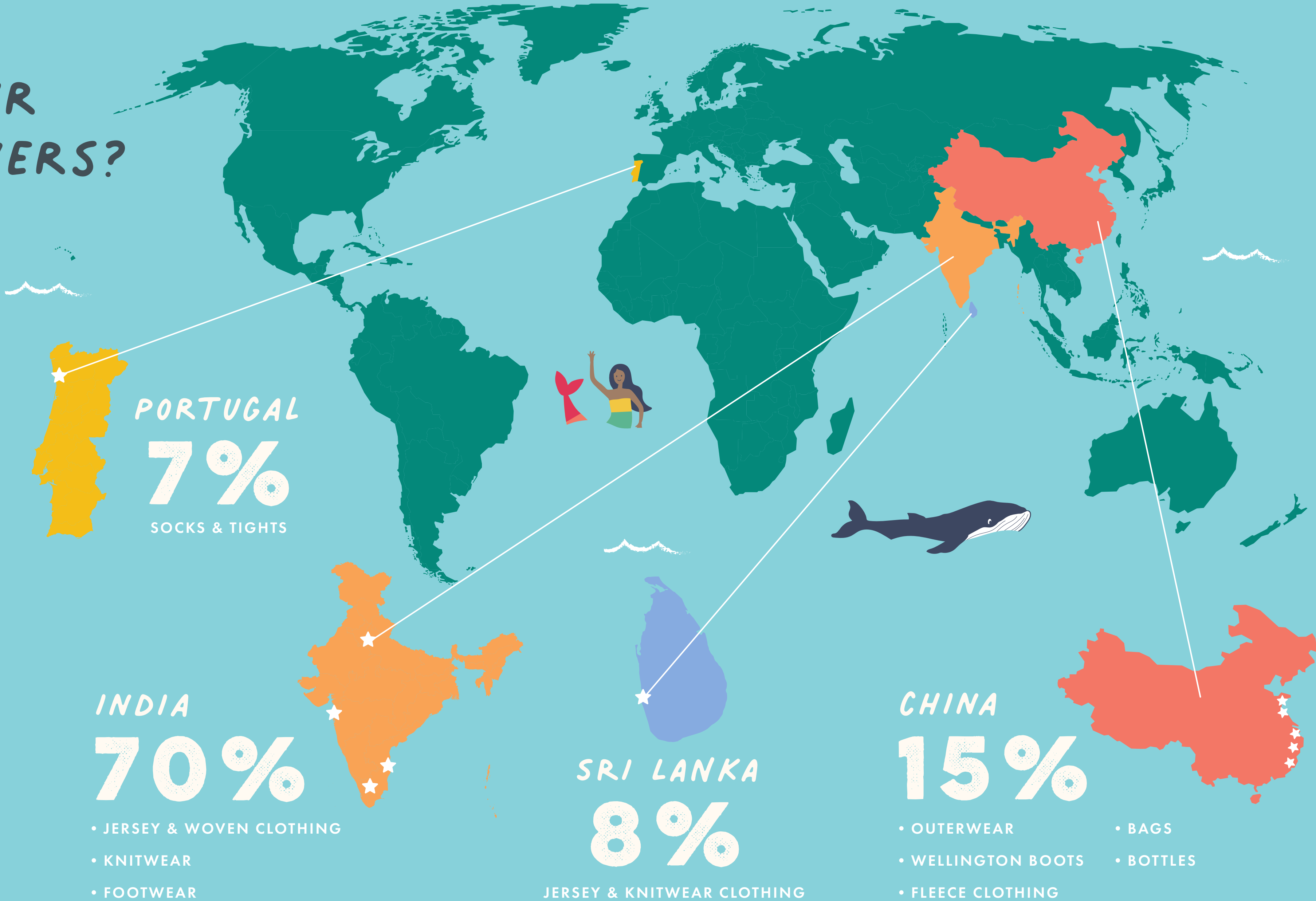
WHERE ARE OUR SUPPLY PARTNERS?

As part of our commitment to greater transparency, we’re sharing this map of our global supply partners to show where Frugi clothes are made.

Many of our core materials, like organic cotton, are grown in India. To reduce our environmental footprint, we choose to manufacture as close to the source as possible, even though we’re based in the UK.

This map will also feature on our upcoming supplier page, where we’ll continue to build visibility around the people, processes, and materials behind every Frugi product.

We ship products to our warehouse by land and sea, using less carbon-intensive journeys and avoiding air freight wherever possible.

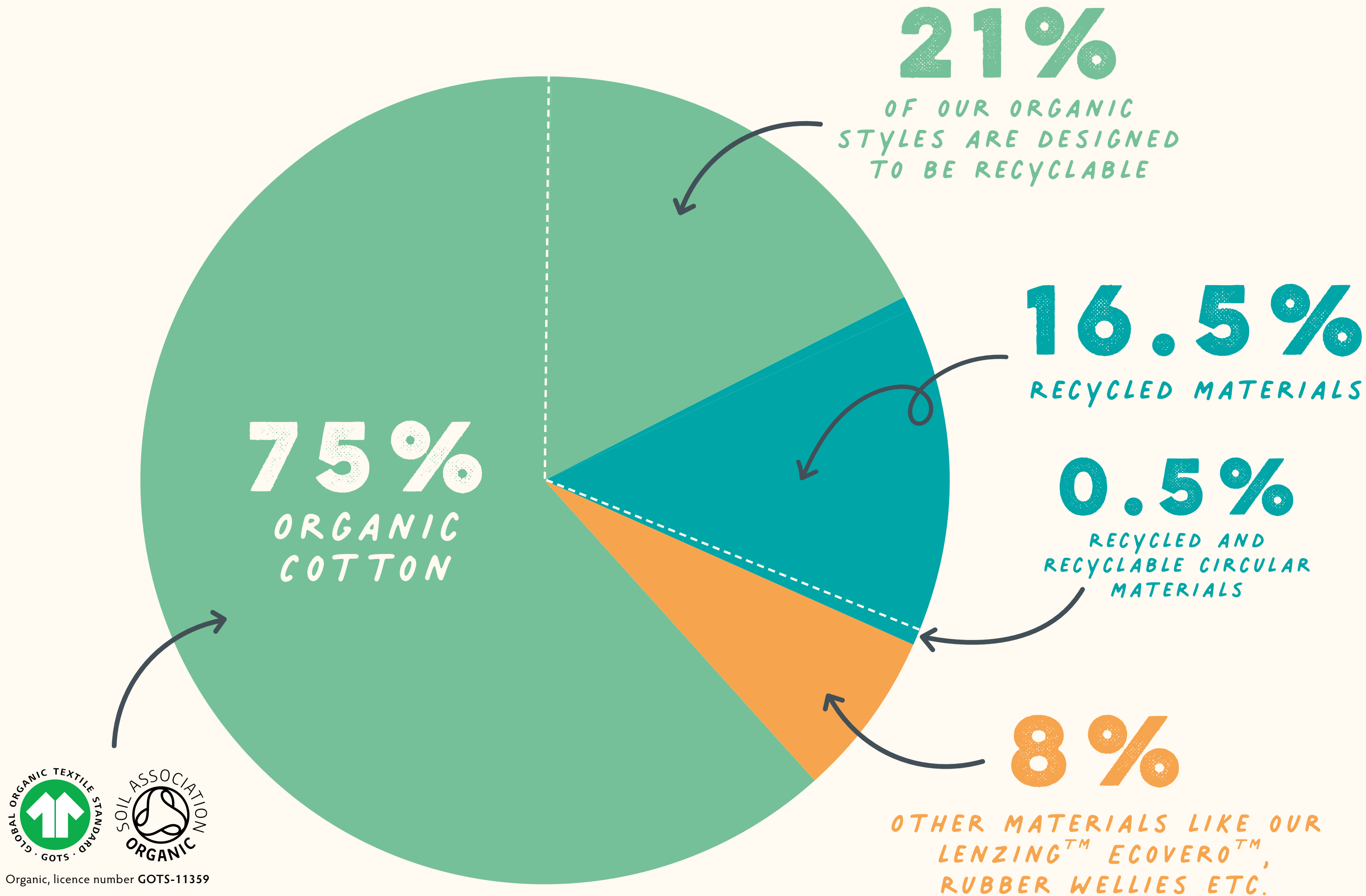


MATERIALS WE USED...

In 2024, over **75%** of our product sales came from organic cotton products certified to **GOTS** (Global Organic Textile Standard) by the Soil Association.

An additional **17%** came from products made using **recycled materials**, while the remaining **8%** used other thoughtful alternatives such as **LENZING™ ECOVERO™** and **natural rubber**.

This breakdown reflects our ongoing commitment to carefully chosen materials that support both environmental and social responsibility throughout our supply chain.



GOTS (GLOBAL ORGANIC TEXTILE STANDARD)

Organic Cotton. Always. Our ‘day one’ commitment to only use organic cotton in our virgin cotton ranges still stands. We’re proud to be certified to the Global Organic Textile Standard (GOTS) by Soil Association Certification. We are audited annually by Soil Association Certification to ensure our continued adherence to the Standard.

RECYCLED MATERIALS

We’re chuffed to say that our swimwear, outerwear and adventure accessories are crafted using 100% post-consumer recycled plastics. Helping to divert waste from our oceans and reducing both conventional polyester production and the associated greenhouse gas emissions.

CIRCULAR TEXTILES

Sustainability goes beyond recycling, it’s about reusing resources and minimising waste. Our durable circular clothing is recyclable, with some pieces made from recycled materials. When worn out, customers can return them to us, and our partner, LMB, transforms them into new fabrics, reducing textile waste and supporting a circular future.

LENZING™ ECOVERO™

Our Lenzing™ EcoVero™ styles are crafted from fibres derived from responsibly managed wood and pulp, sourced from certified renewable forests. These low-impact viscose fibres are produced with significantly lower emissions and water usage than conventional viscose.

PRODUCT



PRODUCT

WE DID...

Design 7% of our AW25 range to **fit for longer**. That's a 22% increase from the previous year. That means nearly one in five of our new pieces are designed to be worn for an extra year, reducing waste, extending product life span for each customer and saving families money.

We believe that...

**“THE MOST SUSTAINABLE
GARMENT IS THE ONE ALREADY
IN YOUR WARDROBE”**

as Orsola de Castro, founder of Fashion Revolution, so perfectly put it (Loved Clothes Last, 2021). When clothes last longer, they get to stay in use and out of landfill.

So what does “Fit for Longer” mean? For us, it means **practical, thoughtful design** that grows with your child. From extendable cuffs and waistbands to adjustable straps, crotches, and sleeves, every detail is created to support comfort, durability, and longevity, so kids can wear their favourites for longer, and parents can buy less, less often.

It's a small design choice with a big impact, for your purse, and the planet.





PRODUCT

WE DID...

Give Circularity the centre stage in our Autumn/Winter 2025 collection, with 45% of our range at sample stage now self-certified as circular, our highest percentage to date.

BUT WHAT DO WE MEAN BY CIRCULAR?

For us, circular design starts at the beginning with smart design choices, durable materials, and construction built to last. Crucially, it also includes a plan for what happens at the end of a garment's life.

So when these clothes really can't be worn, repaired, or passed on, they're designed to be fully recyclable. Creating the potential for new garments to be made from the old, reducing textile waste and the need for virgin materials.

Continuing our vision for a world without waste, we've taken a major step forward in closing the loop, launching ten closed-loop, textile-to-textile styles made using recycled fibres, including outerwear and fleece.

These styles are designed with the full life cycle in mind, using materials that have already lived a life and can be recycled again, helping to reduce reliance on virgin fibres and keep textiles in circulation for longer.

PRODUCT

WE DID...

Relaunch our repair patches for AW24, giving parents an easy way to extend the life of their Frugi favourites because a patch well-placed means more play, less waste.

We're also working behind the scenes on a refreshed suite of product care content, designed to help families get the most from every garment. From washing tips to repair how-tos, we're aiming to launch in August 2025.



NEW DESIGNS FOR AW25



PRODUCT

WE WILL...

Launch care and repair content to help customers make clothes last longer.

We'll update and add more practical guidance to our website by Aug 2025, showing families how to look after their Frugi favourites and keep them going for longer.

Target: August 2025

Trial a re-sell platform to explore new circular opportunities.

We're testing ways to give clothes a second life and by February 2026 we'll be trialling this on our website. This trial will help us understand what works best for our customers and the planet.

Target: April 2026

Show the value of extended wear through real-life product testing.

We'll measure and share how features like reinforced knees and adjustable sizing help clothes last longer and why that matters.

Target: September 2025



**DESIGNED FOR
ADVENTURE,
MADE TO
LAST.**



PRODUCT

WE WILL...

Add more clever clothing features that make dressing easier and clothes last longer.

We're aiming to increase styles with features like reversible designs, extended sizing, and easy dressing by 10% in our AW26 range compared to AW25.

Target: February 2026

Grow our range of textile-to-textile circular products.

We'll increase the number of products made using recycled textiles by 20% between AW25 and AW26, helping to close the loop.

Target: February 2026

Measure the carbon savings of our Fit for Longer features.

We'll calculate the carbon impact avoided thanks to key longevity features like adjustable fits across selected products, from creation to end of wearable life.

Target: December 2025

LOOKING AHEAD WHAT COMES NEXT?

We started Frugi because we believed children's clothes could be different, brighter, better made, and more sustainable. That belief hasn't changed. What has changed is the scale of our ambition.

In 2025 and beyond, we're challenging ourselves more than ever: to design for circularity, to reduce carbon, to be transparent with our community, and to prove that joy and responsibility can absolutely go hand-in-hand.

Our clothes are still made for puddle-jumping, tree-climbing, and wild adventuring. But we now know their impact goes far beyond the playground.

Thank you for joining us on this journey. For holding us accountable. For helping us build a business that cares deeply about the people who make our clothes, the planet they're made on, and the families who wear them.

Here's to another year of colour, courage and better clothes for a brighter future.

