

Contact: jenny@superlooperlife.com

Launches 22nd April 2023



An Easier Way to Rent Baby Clothes

SuperLooper, the award winning pre-loved baby clothing rent and re-use service, launches new curated 'Selections' and 'The Joy of Looping' video on Earth Day 22nd April 2023.

SuperLooper's new curated 'Selections' of pre-loved baby clothes make it easier for eco-conscious parents to dress their babies sustainably.

The not-for-profit service will deliver a fresh box of clothes every 1 or 2 months. Customers' individual preferences and feedback are collected via fun, user-friendly questionnaires. Gone are the days when sourcing pre-loved clothes means hours trawling charity shops or scrolling online.

SuperLooper's new system goes live on 22nd April coinciding with [Earth Day](#) and its 2023 theme of 'Investing in our Planet'. By switching from buying and owning, to renting and sharing baby clothes, parents are making an environmentally friendly purchase, dressing their babies in a less wasteful way and taking action against climate change.

['The Joy of Looping'](#) video will be debuted on Earth Day to celebrate the launch.

SuperLooper's subscribers keep clothes for as long as needed before returning them to the loop meaning no outgrown clothing taking up space and creating clutter. As well as reducing textile waste, renting pre-loved baby clothes reduces the clothing budget. Who knew that having a personal stylist for your baby could actually save you money?

Did you know

- Babies need 7 or 8 sizes of clothing by the time they reach the age of 2.



- 183 million items of unused baby clothes are estimated to be stored in UK homes - that's enough for 250 items per newborn baby each year. (www.hubbub.org)
- On average a family spends £997 pa on baby clothing. By using the SuperLooper service parents can save over £700pa. ([Ergo Baby](#))

'SuperLooper knows that whilst parents do care about reducing waste, they don't have much time on their hands. That's why we've simplified our rental process to make it easy-peasy for busy parents to have plenty of great clothes for their babies while doing their bit to reduce waste and care for the planet.'

SuperLooper Founder Jenny Barrett



High-res images [here](#)

Notes to editors

SuperLooper is an [award winning](#) home-grown, not-for-profit company founded by Jenny Barrett in 2020. Jenny has a background in clothing design and previously owned a sustainable children's clothing company. She started SuperLooper after learning about all the perfectly good baby clothes sitting in cupboards unused. All SuperLooper clothes have been donated by parents or brands doing a 'conscious clear-out' including pieces sent in through the '[return-and-earn](#)' scheme with several partners already signed up.

The Playtime Selection contains a mixture of every day and playtime grade clothes and starts from just £25 per month.

1 month (At least 15 items): £25

2 months (At least 20 items): £40 (£20 per month)

The Smarty Pants Selection contains a mixture of premium and everyday-grade clothes and starts from just £35 per month.

1 month (At least 15 items): £35

2 months (At least 20 items): £60 (£30 per month)

Video Production Team

Photographer / Director: @emmatunbridge, Production: @locateproductions, Creative: @meremortalsdn, DOP: @Gavinwilliams.dp, Sound Design: @Edward.critchley, Stylist: @Kikimoss, Location Manager: @Nicklocations, Lighting: @Gripvan

—Ends—