

Bundlee

Supported by Innovate UK, Bundlee is providing a sustainable, affordable and convenient way for parents to clothe their babies.

Babies outgrow seven clothing sizes in their [first two years](#). Constantly buying new clothes for growing babies is a huge cost to parents. It's also a huge cost to the environment – it takes 250 litres of water and 2kg of carbon to produce a single babygrow. And over 200,000 tonnes of clothing is sent to landfill every year in the UK, with baby clothes being part of the problem. Eve Kekeh, founder of the UK's first baby clothing rental service, [Bundlee](#), says it's the ultimate fast fashion and she wanted to do something to address the situation.

Eve said: "Parents need a sustainable, affordable and convenient way to dress their babies as they grow. But the sustainable options aren't very convenient – buying second hand and reselling outgrown clothes can take so much time from already busy parents."

There hasn't been any innovation in childrenswear for a long time in the UK, but Eve changed that with Bundlee. At the end of 2019, she received an Innovate UK [Smart grant](#) to develop her business around circular economy principles. That funding enabled Eve to invest in a custom inventory management process and software, helping the business create a longer lifespan for rented clothes.

Parents sign up to the subscription service and rent sets of baby clothes, returning them for a new set when their baby outgrows them. Any clothes that can't be rented out again – because they have stains on or are torn – are donated to local charities or recycled as textile waste.

Eve said: "At the moment clothes are rented out five times, on average, before being donated or recycled. Renting through Bundlee, rather than buying new clothes, reduces water consumption by 96% and carbon emissions by 86%. That's including cleaning, sanitisation and delivery to customers."

Bundlee tracks clothes through the rental lifecycle and uses the data to increase the lifespan of the clothes. It is also using the data insights to make clothes with fabrics and designs that suit rental for its own brand, Bundlee Originals.

The company has five key pillars when developing clothes and when choosing which brands to work with. Those pillars are sustainability, ethics, style, comfort and longevity.

Since the beginning of 2020, Bundlee's subscription numbers have grown by over 350%, with the community saving over 20 tonnes of CO2 and 4 million litres of water. Eve has taken on two new members of staff to deal with the surge in customers and in the future she would like to extend the service into an older age range.

