

Our Promise for children today and tomorrow



Our Values

Childrensalon has been dressing children beautifully for over 70 years. A family-owned company founded by Sybil Harriman in 1952, we started with handmade dresses and suits in a small shop in the heart of Royal Tunbridge Wells, UK. As we grew, we worked hard to stay true to our values, and today, we're proud to be the leading online destination for quality childrenswear loved by families around the world — offering curated products from over 250 brands and the same personalised and friendly service as all those years ago.

For us, dressing children beautifully has always meant bringing joy to our customers and truly understanding the needs of children and their families. Over the years, our vision has evolved to consider how we're also helping build a fairer, greener and brighter future for their tomorrows.



Our Promise



We promise to help build a better future for children today and tomorrow.



A cleaner planet.

Protecting the planet to ensure a healthier and more prosperous future for all.



A fairer industry.

Respecting human rights and championing workers to better support their families.



Brighter communities.

Bringing more opportunity to more children and communities around the world.



Always improving.

We know that producing new products is never going to be fully sustainable. It involves extracting resources, complex manufacturing, transportation and consumption. There will be land use, chemicals, greenhouse-gas emissions, and unavoidable waste.

Nonetheless, our ambition is to be better, and we won't stop trying to improve.

We're at the beginning of this journey and will keep working to minimise our impact, encourage our partner brands, empower our customers, and inspire more reuse and recycling along the way.

Our Impact Areas

We're focusing on the three areas where we can achieve the biggest impact.

1

Our brands & products

Working closely with our brands — starting with our in-house brands — to reduce our impact and drive positive change through products that incorporate more circular design and lower-impact materials.

2

Our customers

Making it easy for customers to support better impacts while enjoying products they love — earning their trust through credibility and empowering them with better choices and information.

3

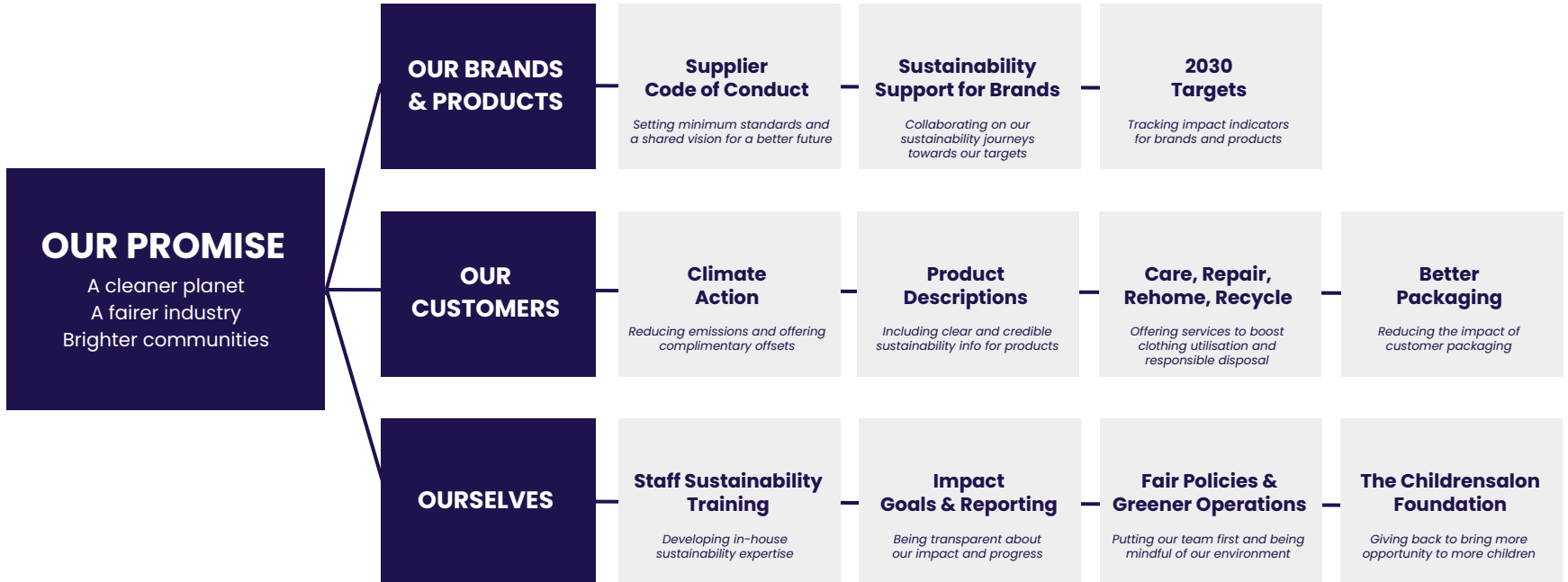
Ourselves

Developing more in-house sustainability expertise and setting clear targets to accelerate progress across our entire business: including taking care of our team, reducing our operational impact, and giving back.



Mapping Our Efforts

In each impact area, we're working on long-term projects to help deliver our Promise.



We're Proud to Support the SDGs

The United Nations' Sustainable Development Goals (the SDGs) provide a universal framework and set global targets to achieve by 2030. By working towards these goals together, we can help combat the urgent environmental, social, and economic challenges facing the world.

The Sustainable Development Goals are interconnected and all are indirectly affected by our business. However, our sustainability Promise mainly focuses on the six goals where we can have the biggest impact.



Our brands & products

Supporting brands and collaborating towards a better future.

We can't deliver on our Promise to help build a better future for children today and tomorrow without support from our partner brands. Knowing they share our vision is the first step.

By working closely with our brands — starting with our in-house brands — we can reduce our impact and drive positive change through products that incorporate more circular design and lower-impact materials.

KEY PROJECTS

selected targets

Supplier Code of Conduct

2024 → Update and reintroduce our Supplier Code of Conduct setting out minimum standards and a shared vision for a better future; to be signed by all brands by 2030

Sustainability Support for Brands

2025 → Launch a B2B working group to support and collaborate on sustainability with our partner brands

2030 Targets

DONE → Stop buying real fur. Achieved: 2022

2024 → Implement internal tracking to measure progress towards goals

2030 → 100% of brands with a recognised sustainability certification, rating, award, or public commitment

2030 → 100% of garments with an element of circular design

2030 → 100% of cotton certified recycled or responsibly sourced

2030 → 100% of wool and down certified recycled or responsibly sourced

2030 → 70% of garments made from natural fibres

2030 → 30% of garments made from recycled fibres



Our customers

Making it easy for customers to support better impacts while enjoying products they love.

We can't deliver on our Promise to help build a better future for children today and tomorrow without considering our customers.

By working with our product, packaging, and delivery partners, we can reassure customers that we're trying to minimise impacts each time they shop with us. And by improving the way customers interact with us and our products – earning their trust through credibility and empowering them with better choices and information – they can more easily find quality products they love with impacts they can be proud of.

KEY PROJECTS

selected targets

Climate Action

2024 → Introduce complimentary carbon offsets for all customer orders

2030 → Reduce emissions per average order by 50% vs 2020

Product Descriptions

Ongoing → Continue improving the visibility and credibility of the sustainability information we share about products

Care, Repair, Rehome, Recycle

2024 → Explore services to increase clothing utilisation and responsible disposal

2025 → Introduce a range of environmentally conscious care products and tips for customers

Better Packaging

DONE → 100% of packaging materials are fully kerbside recyclable for UK and EU customers. Achieved: 2023

2030 → Reduce weight of packaging by 30% per order vs 2023

2030 → Increase the percentage of recycled content in our packaging (prioritising post-consumer waste where possible) by 50% vs 2023; and continue looking for more environmentally friendly inks and adhesives.



Ourselves

Helping all staff understand our Promise and improve impacts across the entire business.

We can't deliver on our Promise for children today and tomorrow without internal engagement and support.

Developing more in-house sustainability expertise and setting clear goals is the first step to empowering our teams and accelerating progress across all departments.

KEY PROJECTS

selected targets

Staff Sustainability Training

Ongoing → Improve the internal visibility of our sustainability strategy and goals (our Promise), and ensure all staff have the relevant knowledge and tools needed to make a difference

Impact Goals & Reporting

2025 → Share our first annual sustainability report, being transparent about our impact, goals, and progress

2026 → Increase our sustainable impact score by 43 points using the B Corp self-assessment tool (BIA)

2026 → Submit Net Zero emissions reductions targets to the Science Based Targets Initiative (SBTi) for validation

Fair Policies & Greener Operations

DONE → Become accredited as a Living Wage Employer by the UK Living Wage Foundation. Achieved: 2015

2024 → Achieve full carbon neutrality for all direct and indirect emissions (Scopes 1, 2, 3)

The Childrensalon Foundation

2030 → £2M dispersed from The Childrensalon Foundation



We will continue to develop our strategy and goals to deliver on our Promise, helping build a better future for children today and tomorrow. More information will be available in our annual sustainability reports, the first of which we aim to share in 2025.

Thank you.

