

Mailing list sign up automation

Email 1

[Subject] Hello + Thank you!

[Hello + Thank you]

I know how much of a big deal it is to give away your email address these days but your support means a HUGE amount to us here at thelittleloop because it takes us another step closer to making a better world.

As a thank you, you can get 10% off your first quarter's subscription* using code WELCOME10.

Our simple ambition is to make children's clothing as sustainable as possible by renting rather than selling our clothes. To us, it's a no brainer:

- You can access all your favourite brands at a fraction of the price.
- It saves you time and space.
- You don't have to worry about what to do with all of those outgrown clothes.
- It's so much better for the planet to keep resources in circulation and reduce the production of virgin materials.

I hope you agree.

So what are we all about?

thelittleloop was first conceived as I was sat surrounded by piles of beautiful baby clothes from my best friend Emily. They had been through each of her 4 children yet were in immaculate condition, had gorgeous designs, cost me nothing and, most importantly, saved a ton of carbon and water that would have been used to make new clothes.

I realised, this whole thing is a bit silly. We don't all need to buy new clothes for little people who are going to grow out of them in a few months. Sadly, not everyone has a friend like Emily, so I came up with thelittleloop to make sure everyone now does.

[Read more.](#)

So how does it work?

Our simple system has 3 steps:

- Subscribe and browse: For a monthly fee we give you credits to use on our collection of beautiful clothes.

- Use and enjoy: We send you a parcel of freshly laundered clothes for your kids to enjoy.
- Return and repeat: When it's time for a change let us know what you'll be sending back, pop the clothes into your reusable packaging and start browsing again for more lovely garments!

Click [here](#) for more info on how it works.

Refer a friend!

The more people we get to start sharing clothes, the bigger steps we make towards a sustainable future! For every friend you get to subscribe we will give you **£10 cash** and they'll get **£5 off** their first subscription! All they have to do is email us to let us know who referred them (see our [FAQs](#) for more details).

Learn more [here](#).

[Image]

If you have any comments or questions please do let me know! Thank you again for joining us on this super exciting journey!

Email 2

[Subject] Check out what we've got in store for you

What we've got in store for you

Hi Loopers,

At thelittleloop we pride ourselves on providing high-quality, ethical clothing in an affordable, sustainable way. Your subscription entitles you to 100 credits every 3 months. Depending on what you get, this is usually around 6 items, for only £50 per quarter!

Introducing our brands!

We have clothes in stock from Kite, Frugi, Little Green Radicals, Jujuni and Boden and we're always on the lookout for more wonderful ethical brands to promote, so watch this space. If you see any companies that you really like the look of, please do let us know!

[Images]

From tiny tikes to trendy toddlers

When it comes to walking, talking, using the toilet and just about everything else, all kids start at different times. But no matter what age or size your child is, one thing you can guarantee is that they will **grow**!

Some of the biggest growth spurts come between 2 and 5 which is why we offer clothes for 2-3y, 3-4y and 4-5y. If you're shopping for 2, we make it easy for you to do some top-quality twinning by providing items in multiple sizes.

Browse our selections [here](#).

Save money (and the planet too)

Oh yes. For just £50 you get the equivalent of £150 pounds worth of clothes PLUS free delivery and laundry. And no obligation to renew your subscription. This also reduces the environmental impact of your kids' clothes by 75%!

[Graphic]

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Email 3

Subject: Why rent? How long have you got...

[Image]

Hi Loopers,

When people ask me about thelittleloop and say 'but why rent clothes?', it can be hard to get me to stop. There are SO many reasons to rent clothes. No ranting, I promise, but here's what you should know...

Let's start with what I like to call the big 5: environment, savings, time, space and empowerment.

Environment: It doesn't get as much attention as the meat or automobile industries, but make no mistake, textile production is a huge contributor to climate change. It is on course to

take up over a quarter of our carbon budget by 2050 - yikes! Renting clothes reduces their carbon footprint by 75%.

Savings: Renting allows you to get beautiful clothes from sustainable brands for far less than their RRP. Not only that, but you're not constantly buying new clothes as your kids grow. Instead, you're getting the clothes you want, when you need them.

Time: If it wasn't enough having to constantly buy clothes, there's also the time you have to spend figuring out what to do with old clothes, always evaluating whether garments might just still fit. Renting takes care of all of that for you. Your children grow, you trade in the clothes. Easy.

Space: You never want to throw away a perfectly good piece of clothing, but how often do you have the time to take them to a car boot sale, or charity shop? Selling online? Forget about it. So where does that leave the clothes? Clogging up your house! Renting allows you to keep your space - all clothes go to appreciative new homes without you having to travel.

Empowerment: Kids are so much better than us in wanting to save the planet - now they can be part of it! And hey, it feels pretty good for you too.

Clothing care!

It's often thought that renting means you're going to get poorer quality. In fact, we help you give your kids a nice fresh wardrobe by making any necessary repairs and steam cleaning all items before delivery. You'll find that the clothes are in much better nick than hand-me-downs or those at a second-hand market!

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Email 4

[Subject] Clothing care - all questions answered.

Hi Loopers,

One of the most common questions we get asked by parents joining our service is 'what happens if the clothing gets damaged?'. We get that when it comes to young kids, you just can't guarantee a garment will be kept spick and span.

So let me take you through everything, from how the clothes come to you, to what happens if any damage occurs and finally some top tips for clothing care.

How we treat clothes

One of the key reasons for starting thelittleloop was to enable Mums to get great quality kids clothing in a more affordable and sustainable way. As such, we don't offer poorly made garments on our service - any new brand partner goes through rigorous quality control.

Before we send clothes back out, we make any necessary repairs then launder and steam them.

What happens if the clothes get damaged?

We know that little ones can be messy and kids equal stains. To give you complete peace of mind, our insurance coverage will now include staining so you're covered for life's messiest moments. This means you can enjoy your revolving wardrobe without having to worry about any hidden or unexpected charges. That's our 'no dramas' guarantee.

Take a look at our [FAQs](#) for more details of this exciting change.

How to best care for your clothes

If you find that your clothes are too often showing signs of wear far quicker than they should, we might have just what you need.

In our latest blog we look at some nifty tricks to make sure you get the most out of your garments. Read it [here](#).

Refer a friend!

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Blog series automation

Email 1

[Subject]: How to shop more sustainably for your children's clothes

Hi Loopers,

When I started the little loop I knew that constantly having to buy new kids clothing was bad for the environment, but when you see some of the facts and figures, it's actually pretty crazy:

- There are **183 million** items of outgrown baby clothing currently stashed in UK households.
- The environmental cost of having these perfectly good items sitting at home (and therefore new garments having to be made) is a whopping 2 million tonnes of CO2e - the same amount can power 2 million homes **for a year!**

I know so many Mums that want to do their bit, but at the end of the day, your kids need new clothes (and we all know they're not always easy to buy for!).

The good news is, there are options, we just need to get the word out. In our latest blog, we look at how you can get high-quality clothing whilst helping the planet. Read [here](#).

With love,

Charlotte

Email 2

[Subject]: Not sure about renting clothes? You might be surprised

[Image]

Hi Loopers,

In recent times we've become a lot more inclined to share. [We stay in other people's homes](#) when we go on holiday, [rent our neighbours' cars](#) to make a trip, and even [share our dogs](#) with those that could really use a cuddle [insert links].

But when it comes to sharing clothes, some of us can still be a little hesitant. However, this is fast changing. More and more people are finding that easy, affordable, sustainable access to high-quality clothes is a great way to go.

In this blog, we highlight 5 types of parent that have made renting work for them:

- The 'after-school' renter
- The 'topping up my second-hand haul' renter
- The 'buying less new' renter
- The 'save me time and space' renter
- The 'my 2nd child is a different sex' renter

Which one might you be? Find out [here](#).

Much love,

Charlotte

[Image]

Email 3

[Subject] I don't want no scrubs

[Image]

Hi Loopers,

As we know, kids (well, mine at least) aren't exactly great at keeping things neat and clean. If they've managed to not throw their dinner down themselves they end up falling over in the garden.

Does this mean that thelittleloop clothes are full of splodges and sticky patches? Absolutely not. Whilst children's clothes can go through the wars, it's also true that many items never get worn.

All items on thelittleloop are either '**brand-spanking new**', '**gently worn**' or '**well-loved**' - and priced accordingly. We launder, steam and repair (if needed) any worn items ready for their next home - no old Smarties found in pockets, we promise.

You can find more information, [here](#).

Much love,

Charlotte

[Image]

Email 4

[Subject] Cloth nappies: 50% less energy, 85% less waste and savings of around £700!

[Image]

Hi Loopers,

When I first heard about cloth nappies, I must admit I was sceptical. As much as I want to live more sustainably, I'm never going to pretend I love dealing with poop, and with cloth nappies I felt I'd really have to get my hands dirty - quite literally!

The truth is they're not like that at all. I was first told about the idea when my eldest was about 12 weeks and I've never looked back, our youngest has worn them since day 1.

More hygienic, big cost savings and so much better for the planet - in our latest blog I outline why cloth has been such a game-changer for me. Read [here](#).

Much love,

Charlotte

Email 5

[Subject] How renting can be the final piece of the puzzle in your kids' clothing strategy

[Image]

Hi Loopers,

Unless you are super skilled with a sewing machine, you normally have two options when your kids need new clothes: buy new, or buy second hand. Each has its own pros and cons and different clothes can be purchased for different reasons.

However, what happens when you throw a third option into the mix? In this blog, we outline how incorporating renting into a clothing strategy allows you to reap the biggest benefits and cut out the difficult drawbacks.

Whilst everyone is different and there's no 'one answer' for all of us, having more options available to us makes it easier to find our best solution. Read more [here](#).

Much love,

Charlotte

[Image]

Email 6

[Subject] Swaps - our free way of sprucing up your child's wardrobe

[Image]

Hi Loopers,

We've all been there when you go to your child's wardrobe and suddenly, they've got nothing appropriate to wear. They've had a rapid growth spurt, or the weather has decided to turn unexpectedly. What do you do with your rented items?

Simple - swap them. At thelittleloop you can easily swap any of your garments at any time, all it will cost you is price of postage. Find out more [here](#).

Much love,

Charlotte

[Image]

Email 7

[Subject]: We've been doing the same thing for centuries. Now we can change

[Image]

Hi Loopers,

For centuries, clothes for your children have fallen into the category of things you've just got to buy. What's often underestimated is just how much it costs. UK households spend an average of £11,000 on clothing **each child**. As well as hitting your bank balance hard, this has become very damaging for our planet.

But what if it was different? We now live in a world where technological systems exist allowing us to share and put less of a focus on buy buy buy. In our latest blog, we discuss how renting can bring a positive alternative to ownership. Read it [here](#).

Much love,

Charlotte

[Image]