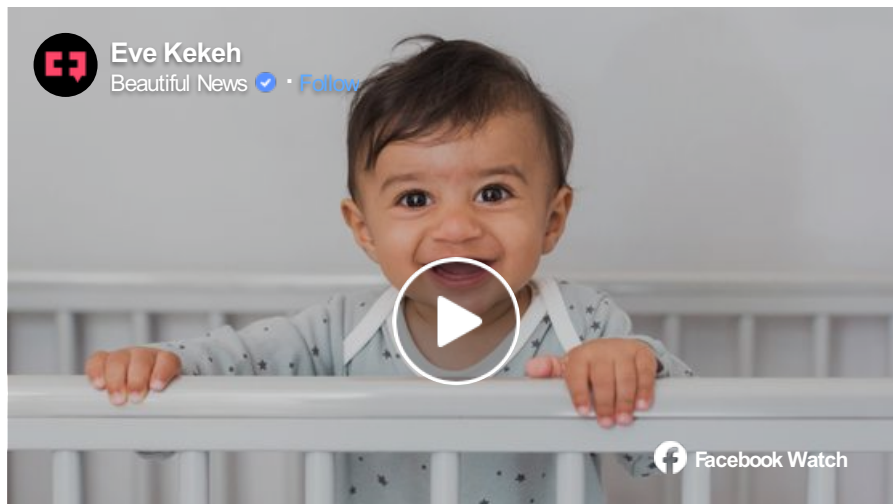


## #BeautifulNews: How baby clothing rentals are breaking the fast fashion trend

Babies grow rapidly. In fact, they outgrow up to seven sizes within the first two years of their lives – contributing to a mammoth amount of clothing waste. In the United Kingdom, one-third of parents throw out their baby's clothes, which often end up in landfills. "It's the ultimate fast fashion that no one is talking about," entrepreneur Eve Kekeh says. A fervent advocate for the environment, she's now created a way for people to clothe their kids while protecting the planet.

Read the full story [here](#).



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