

Sustainable gifts that don't cost the Earth

PROMOTED CONTENT

WOLF & BADGER

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Wolf & Badger showcases independent designers and makers who create beautiful objects while focusing on ethical sourcing



Photography by: Paisie @ Wolf & Badger

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Under the Victorian brick arches of Coal Drops Yard, a former coal depot turned chic canalside shopping destination in Kings Cross, sits the Wolf & Badger store. Inside its converted warehouse space, brightly lit cases display jewellery that winks gold and silver, while silk pyjamas in soft pastels hang alongside floaty dresses, tailored jackets in vivid prints, bejewelled handbags, scented candles and elegant tasselled slippers. You'll also find a florist, smart stationery, homeware, a Spanish deli filled with delicious-looking

One of the things that make the Wolf & Badger store so unique is the sheer variety of pretty, covetable items on show. But look closer and you'll see that, beneath its sleek exterior, something more unusual is going on. All of the brands stocked here are by independent designers. What's more, those designers – around 1,000 of them from around the world – are producing things that are sustainable and eco-friendly, with many giving a proportion of their proceeds to charity.

Through its shops in London, New York's SoHo and its online platform, Wolf & Badger is on a mission to show us that we can have the lovely things we want – and that they needn't have a negative impact on planet or people. There is nothing mass produced or poorly made, yet most it comes at an accessible price.

Wolf & Badger was launched in 2010 by brothers George and Henry Graham. It started with a small boutique in Notting Hill, followed by a shop on Dover Street in Mayfair, before the two stores were combined into the flagship space in Coal Drops Yard. Ten years after it was founded, the company has been named Sustainable Retailer of the Year 2020 by fashion-business magazine Drapers.

From the beginning, George and Henry wanted to create somewhere that championed smaller, independent designers. "The core of what we do has always been to connect customers with smaller, ethically produced brands from the UK and around the world, who have an artisanal approach or produce in limited runs," says Henry.



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Because the collections aren't driven by trends, you'll find a more interesting selection of products than might be stocked by less attentive retailers. The online platform has a vast array of fabulous fashion, homeware, "clean" cosmetics and organic beauty. There are gift ideas galore, from merino wool geometric throws for Wallpaper-reading interiors fans, scented soy candles or a natural rubber yoga mat for a mindful yogi. Each designer's page features a biography that tells you about their brand and philosophy so you can make an informed choice about what you're buying. It's a shopping experience that encourages you to buy things that have meaning - an important message at a time of year that is often filled with the frenzied buying of "stuff".

The designers under the Wolf & Badger umbrella receive the majority of the profit from their products, which allows them to continue innovating in sustainable practices. Online, there are handy icons that identify a brand's eco-credentials, from those that are vegan or have a net zero carbon footprint to brands that donate sales to charities. Malaika New York's designs, for example, minimise fabric waste, limit CO2 emissions and use sustainable fabrics, including regenerated nylon and even upcycled bicycle tubes. Mianqa, meanwhile, creates beautiful handcrafted bags and is partnered with an NGO that helps women on low incomes in Istanbul, and Alpaca Loca improves the lives of an Andes community with its handwoven knitwear. Organic activewear label That

At a time when many of us are re-evaluating what is important – a reckoning forced upon us by the global pandemic – perhaps it's the perfect time to re-evaluate the way we shop too.

“Sustainability is important, because the world we live in is a fragile place,” says Henry. “Everyone should aim to make small changes at an individual level, as this can make a meaningful change in aggregate.” And let's face it, giving someone a unique, limited-edition gift that has a positive impact will mean a lot more to them than yet another pair of socks.

Dreaming of a green Christmas

There are scores of amazing gifts in Wolf & Badger's Christmas shop. These are a few of our favourite things



1. Radish gardening gloves, My Little Belleville, £42

Michelle Christensen.



2. Plaid native ocher alpaca wool throw, Alpaca Loca, £119

Handwoven from pure alpaca wool and cotton by a woolweaving community in the Andes mountains. Alpaca Loca is a sustainable, fairtrade brand with low environmental impact.



3. Little Fluffy Clouds scarf, Jo Cranston, £120

A super-soft Scottish lambswool scarf from British designer Jo Cranston, who makes sustainable luxury knitwear in small batches using no-waste manufacturing processes.



4. **Statement Zodiac Art coin bracelet, Rachel Jackson London, £150**

One of 12 designs, a 22-carat goldplated sterling silver coin bearing an illustrated zodiac sign, set on a chunky gold chain bracelet.



5. Badger In Pants plate, Jimbob Art; £23

James Ward's collection of quirky animal plates, bowls and serving platters feature his hand-drawn pen and ink designs, applied using a screenprinting process.



6. Active capsule collection gift set, Mal & Mod, £135

A four-step luxury skincare routine from Mal & Mod, a brand that makes organic, vegan, cruelty free, highly effective plant-based products.

Go to [wolfandbadger.com](https://www.wolfandbadger.com) for more details, or head to their store at Coal Drops Yard, Stable Street, London N1C 4DQ

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