

**WHEAT**

Childhood Essentials

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We believe in the magic of childhood. Since our inception in 2002, we have been committed to creating clothing and shoes that allow children to be just that – children. Our journey has been a celebration of the surprising, the creative, the spontaneous, and the consistently curious ways in which kids explore the world around them.

With an eye for style and a commitment to sustainability, we understand that childhood is a fleeting, precious time, and we are dedicated to making it as vibrant and memorable as possible. Our clothing and shoes are consciously created and functionally crafted to support the exuberance of childhood, ensuring that every day is an adventure.

**WHEAT**



## EXCEPTIONAL QUALITY FOR LONGEVITY



Wheat is dedicated to crafting children's clothing and shoes of exceptional quality. Our garments are designed to withstand the rigors of active play, ensuring they last through multiple adventures and growth spurts. We understand that kids outgrow their clothes quickly, so Wheat products are not only comfortable and stylish but also durable, making it easy for parents to pass them on to younger siblings or friends.

## CRAFTED ELEGANCE IN



Hand-Drawn Prints: Wheat is infusing a sense of crafted elegance into children's fashion. Our designs, including our meticulously hand-drawn patterns, are a testament to the care and attention we put into our designs. These unique patterns set Wheat apart from other parents clothing that's not only durable but also adorned with hand-drawn prints. Our designs allow parents to pour their creativity into

## EVERY STITCH



Wheat takes pride in  
infusing elegance into  
its distinctive USP lies in  
hand-drawn prints, each a  
mark of attention to detail.  
These exclusive  
prints, offering children and  
parents not just comfortable and  
stylish, but also adorned  
with one-of-a-kind  
patterns designed by  
dedicated designers  
who care about every stitch.

## UNLEASHING PLAYFUL FREEDOM



At Wheat, we're on a mission to empower  
children to embrace an ever-playful childhood.  
Our clothing and shoes are thoughtfully  
designed to encourage free movement,  
enabling kids to run, jump, and explore to their  
heart's content. With Wheat, parents can be  
confident that their children's clothing won't  
hinder their active lifestyles, fostering a sense  
of freedom and adventure that is essential for  
childhood development.

# CSR GOALS



At Wheat, we have chosen to use the UN's Sustainable Development Goals (SDG) as a stepping stone in our work with responsibility. We have focused on different initiatives, which have been selected based on the negative impact we as a clothing brand have on the planet, and where we can make a difference. These initiatives are connected to SDG's Global Goals 7, 12, 14 and 15. We have chosen these four as our main goals, as it's here we can make the biggest changes. But at the same time, we are directly or indirectly connected to all the 17 Global Goals.

With these goals, we want to continue to take active steps towards working together with our suppliers towards having a higher proportion of renewable energy in our production. It is important to us, to have transparency within our production and creating products with the entire product's life circle in mind.

**7** AFFORDABLE AND  
CLEAN ENERGY



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**14** LIFE BELOW  
WATER



**15** LIFE  
ON LAND



# CERTIFICATIONS

At Wheat, our Global Organic Textile Standard (GOTS) certification is a testament to our commitment to eco-conscious and high-quality clothing for children. GOTS ensures organic purity, eco-friendly production, ethical work, and lasting quality in every piece of clothing we create. It's our promise to the planet and future generations.



Certified by CUC  
Licence no. 1198955

At Wheat, our Global Recycled Standard (GRS) certification sets the stage for sustainable, eco-conscious fashion for children. GRS underscores our commitment to responsible recycling, transparency, and traceability, and upholds our unwavering standards for quality and durability in each garment. It's a pledge to our planet and future generations.



Certified by CUC  
Licence no. 1198955

## OUTERWEAR

Wheat offers a large selection of kids' outerwear for every season and weather conditions. Our outerwear is available in different variations, such as: Outdoor suits, rainwear, thermo, outdoor pants as well as coats and Puffer jackets. Our entire outdoor collection is PFC-free and certified by OEKO-TEX®. Wheat outerwear offers numerous practical features, such as reflectors, detachable hoods, various pockets and adjustable elastic bands.

The size range goes from:

Baby (0-2 years)

Kids (3-12 years)



## WOOL

Wheat's wool wear is specially designed to keep children warm in the cold weather, while still keeping them from overheating, as wool has the unique quality that it helps regulate body temperature. Our wool styles are great for layering and soft on bare skin. The wool collections offers essential items such as leggings, bodies, t-shirts.

The size range goes from:

Baby (0-2 years)

Kids (3-12 years)



## READY TO WEAR

Wheat's Ready To Wear Collections consists of clothes for both everyday life and the great moments of life. Our basic wear is some of our most popular items and is always important to have in the wardrobe. It's soft and comfortable for children to wear. The Main Collection consist of bodies, t-shirts, knitwear, trousers, leggings, dresses and much more for children.

The size range goes from:

Baby (0-2 years)

Kids (3-12 years)



## FOOTWEAR

Wheat Footwear collections offers quality kids' shoes the responsible way with designs that fits all childrens adventures. It offers items such as sneakers, boots, rubber-boots, prewalkers, homeshoes. The children are in focus every step of the way with shoes that are adapted to the child's needs. Main focus is emphasis on comfort and durable materials and we strive to use metal and chrome free materials and recycled components whenever possible.

The size range goes from:  
Size 19-35 (EU)





## SPRING / SUMMER

Our Spring / Summer collections consist of:

- Wheat Outerwear
- Wheat Main
- Wheat Footwear

All collections are designed to be mixed and matched, as colours, prints and materials are carefully selected and designed to fit in the collection story and season.



## AUTUMN / WINTER

Our Autumn / Winter collections consist of:

- Wheat Outerwear
- Wheat Wool
- Wheat Main
- Wheat Footwear

All collections are designed to be mixed and matched, as colours, prints and materials are carefully selected and designed to fit in the collection story and season.



## "I WILL DO BIG THINGS"

Wheat and Pernille Teisbæk proudly presents a limited-edition collection of organic and GOTS-certified unisex children's clothing in support of the Danish Childhood Cancer Foundation.

**All profits will go to the foundation,** and together Wheat and Pernille Teisbæk aim to raise more than 67.000 euros to the fight against childhood cancer.

The Danish Childhood Cancer Foundation is a frontrunner in childhood cancer research, and the single organization that has funded the most research projects in Denmark.

The goal is that no children should die from cancer, and that everyone should survive to a life without late effects.

As ambassador for the foundation, Pernille has led the creative vision of the collaboration under the title 'I Will Do Big Things' a title meant to spark hope, and remind us all to never stop dreaming.

Launching August, 2024

# WHEAT

WHEAT x Pernille Teisbæk for Børnecancerfonden



COLLABORATION

WHEAT

# PRESS



## LITTLE WONDERS

From the COZIEST knits to the PRETTIEST frocks, Vogue has the mini winter WARDROBE, sorted. BY JESSICA DINER



## Winter Warmers



WHEAT  
 The time to bring up with WARMERS and  
 WHEAT collection. The focus is on the winter  
 season, so you'll find all the essential  
 items like coats, hats, scarves, mittens,  
 boots, and more. The collection is made  
 of high-quality materials, so you can  
 be sure your little one is warm and  
 comfortable. The collection is made  
 of high-quality materials, so you can  
 be sure your little one is warm and  
 comfortable.

## PARENTFOLK.

PARENTFOLK.





**@JOSEHINESKRIVER** 8,6M  
USA



**@ANNIEINEVENTYRLAND** 149K  
DENMARK



**@DITTEESTRUP** 138K  
DENMARK



**@VANESSABREUER1** 114K  
GERMANY



**@FRIEDALOVESEMIL** 18,2K  
GERMANY



**@JOSEPHINEBREDSTED** 24,8K  
DENMARK



**@CHARLOTTE.HJO** 10,7K  
NORWAY



**@LOUISE.THOMPSON** 1,5M  
UK



**@GEMMA.DELHOYO** 7,3K  
NORWAY

At Wheat, we understand the power of community and collaboration in shaping our brand. We work closely with influencers and press to create a brand that resonates with the modern world.

Building a brand is not just a task; it is our essence.

Every partnership, every article, and every influencer collaboration contributes to the creation of a brand that stands for something greater. Together, we build a brand that celebrates childhood.





## BASED IN DENMARK

Wheat's headquarters, located in Gentofte, Denmark, exemplifies our commitment to creating an inspiring and healthy environment for our team. Designed to foster collaboration and creativity, our headquarters brings the teams together in a harmonious and dynamic workspace.

During the renovation of our new office space, we prioritized the use of recycled materials and are actively working towards achieving carbon neutrality. Our headquarters features solar panels on the roof and a private fitness center for all employees, highlighting our dedication to sustainability and employee well-being.

Additionally, we have transformed our former warehouse into an elegant showroom, ideal for showcasing our collections. Since the installation of the solar panels in mid-August 2021, we have saved the equivalent of 3.7 tons of coal. Moving forward, we anticipate gaining a clearer understanding of our annual savings and remain steadfast in our commitment to achieving CO2 neutrality in the coming years.

# MEET US

Norway  
Innkjøpsdager NFC Kids  
Wheat Showroom 4D  
Fornebu  
10-14 June

France  
Playtime Paris  
Stand: H22-I25  
Parc Floral  
29 June- 1 July

UK  
INDX  
Stand: P310 & P320  
Solihull/Birmingham  
30 June - 1 July

Germany  
4 Kidz  
Stand: A508  
Neuss  
6-8 July

Germany  
Supreme Kids  
Munich  
12-14 July

Germany  
Kindermoden Nord  
Stand: D19  
Hamburg  
3-5 August

Denmark  
CIFF Kids  
Stand: 058  
City: Copenhagen  
7-9 August

Norway  
Fashion Week NFC  
Wheat Showroom 4D  
Fornebu  
9-18 August

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AUSTRIA**

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**FINLAND****BALTICS****EASTERN EUROPE**

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**WORLDWIDE**

Omar Kobzili

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**SOCIAL MEDIA**

wheatdk



