

# CASE STUDY

Infantium Victoria

## Company Name

Infantium Victoria

## Category

Sustainable fashion and ethical children's clothing

## Location

Hannover, Germany

## Website

[Infantium Victoria: Sustainable  
Vegan Designer Clothing for  
Children](https://www.infantiumvictoria.com/)



Infantium Victoria is a sustainable fashion brand specialising in organic and vegan clothing for babies and children. Founded in 2014, the company focuses on ethical production, environmentally friendly materials and innovative design methods that reduce textile waste. By combining high-quality craftsmanship with circular fashion practices such as upcycling and second-hand resale, the brand offers an alternative to fast fashion in the children's clothing industry.

[www.start-dsp.eu](http://www.start-dsp.eu)



## Background

The fashion industry is one of the largest contributors to environmental pollution and waste worldwide. Fast fashion models often encourage frequent purchasing and short product lifespans, which results in large volumes of discarded clothing.

Infantium Victoria was founded in **2014** by **Dinie van den Heuvel and Julia Gaydina** with the goal of creating a more responsible approach to children's fashion. The founders wanted to combine stylish design with ethical and sustainable production methods that protect both people and the environment.

Since its launch, the company has developed a reputation for producing high-quality children's garments made from organic and plant-based materials while maintaining strict ethical standards across its supply chain.

## The Problem

The global clothing industry creates significant environmental and social challenges. Many garments are produced using resource-intensive materials and chemical processes, while textile waste continues to increase each year.

Children's clothing presents additional sustainability challenges because garments are often worn for a short time before being outgrown. This results in:

- Increased textile waste
- High consumption of natural resources such as cotton, water and energy
- Limited transparency in supply chains
- Poor labour conditions in some parts of the industry

Without sustainable alternatives, the production and disposal of clothing can place considerable pressure on both ecosystems and workers.

## The Solution

Infantium Victoria addresses these issues through a **sustainable and circular fashion model** focused on ethical materials, responsible manufacturing and waste reduction.

Key elements of their approach include:

### **Organic and vegan materials**

All garments are designed to be **100% organic and PETA-approved vegan**, avoiding animal-derived materials and harmful chemicals.

### **Sustainable fabrics**

The company uses materials such as **GOTS-certified organic cotton, organic linen and innovative plant-based fibres** like Weganool™, a vegan wool alternative.

### **Ethical production**

Manufacturing partners must follow strict environmental and labour standards, including fair wages and responsible working conditions.

### **Waste-reduction design**

The brand uses creative pattern-making methods to minimise fabric waste and repurpose leftover materials during production.

## How the Model Works

Infantium Victoria integrates sustainability into each stage of its design and production process.

1. Designers create garments using organic and plant-based materials that reduce environmental impact.
2. Patterns are designed to minimise textile waste during production.
3. Manufacturing takes place in certified facilities that meet environmental and social standards.
4. The company encourages circular use through second-hand resale and recycling initiatives.

For example, the brand applies **zero-waste pattern techniques**, arranging garment pieces like a puzzle so that almost no fabric is left unused.

In addition, leftover fabrics and unsold garments are often repurposed or upcycled into new designs.



#### LOW-CARBON WORLDWIDE SHIPPING

We minimize our carbon footprint at every step, from packaging to delivery



#### SUSTAINABLY & CRUELTY-FREE

All materials and production methods respect animals and our planet



#### RESPONSIBLE CRAFTSMANSHIP

Our pieces are ethically produced and built to last—fewer, better items for a greener future

## The Impact

Infantium Victoria has become recognised as a leading example of sustainable children’s fashion. The company’s approach aims to reduce waste, protect workers and encourage more responsible consumer behaviour.

Some key achievements include:

- Use of certified organic materials throughout most of its supply chain
- Implementation of zero-waste design techniques to minimise production waste
- Development of upcycling initiatives using leftover fabrics and unsold items
- Recognition for strong sustainability performance, with high ratings for environmental and ethical standards.

By prioritising quality and durability, the brand also encourages garments to be reused or passed down to other children.

## Business Model

Infantium Victoria operates as a **slow fashion brand** that focuses on smaller production runs and high-quality garments designed to last.

Revenue is generated through:

- Online sales of sustainable children’s clothing
- partnerships with ethical fashion retailers
- resale and second-hand initiatives through its “preloved” system

Unlike fast fashion companies that rely on large production volumes, the brand focuses on durable clothing and responsible production methods that reduce overproduction and waste.

