



## Get to know us....

The Parently Group manufacture conscious kidswear for school, sport, and play. Driven forward by our flagship ethical school uniform brand David Luke, we now proudly manufacture and market kids outdoor adventure brand Grass&Air and have recently launched a new sportswear brand Juco.

The Parently Group celebrated its 40th Anniversary in 2022. With continued growth and reinvestment plans in place, we are looking ahead to a strong and bright future across all our brands bolstering stability within our market, throughout our supply chain and for our employees, our Parently People.

We have always been passionate about sustainability and ethical trading. From pioneering the use of recycled polyester yarn in our ground-breaking Eco-Uniform range (and preventing 42 million plastic bottles from going to landfill in the process) to winning [The Queens Award for Sustainable Development](#), our vision is key to our Group principle of creating a healthy future for our brands, retailers, and families. More recently we have collaborated with the [Circular Textiles Foundation](#) to begin a journey of circularity whereby our Eco-Uniform range will become fully recyclable. We have worked with many of our factories for over 25 years and have long standing, close relationships with them.

With a dedicated Head of People and a robust Senior management team in place to ensure our Parently culture is nurtured in a kind and fair way, we are proud to consistently report high employee engagement figures and positive experience results.

[www.parentlygroup.com](http://www.parentlygroup.com)

## Our Brands:



### David Luke

The origins of the business are rooted in David Luke school uniform. This remains the largest part of our £14m turnover. Historically we were a wholesale business supplying a wide

variety of school uniform retailers across the UK including John Lewis, whilst supporting independent community retailers in more remote areas. Due to the pandemic and changes in consumer shopping habits, we invested heavily in ecommerce to enable David Luke school uniform to become available online through a variety of sources including [daviduke.com](http://daviduke.com) but also from online marketplaces such as Amazon and Faire.

[www.davidluke.com](http://www.davidluke.com)



### Grass & Air

Grass&Air is our award-winning outdoor children's lifestyle brand, bringing colour and functionality into clothing and

accessories to make it easy for kids to get outdoors for adventures, whatever the weather. Our iconic colour-changing wellies remain our best-selling product and are available through retailers and a variety of B2C and online marketplaces in the UK and abroad. The recent introduction of a sun swim range including footwear, and a further investment in digital technology and people, is seeing this brand go from strength to strength.

[www.grassandair.com](http://www.grassandair.com)



### JUCO

The most recent addition to the Parently brand portfolio is

Juco, a sustainable sportswear range, available both B2B, B2C and through online marketplaces. With a purpose-driven mission to encourage participation in school sports, Juco is a dynamic young brand that encompasses the very best of our Parently values.

[www.jucoactive.co.uk](http://www.jucoactive.co.uk)

## Our people:

With a current staff of around 60, our culture and recruitment practices foster diversity, which is reflected in the following figures:

- Currently about  $\frac{2}{3}$  are office based or work hybrid and  $\frac{1}{3}$  are our operational onsite warehouse and print / embroiderers.
- 33% of our workforce are from an ethnic minority group
- 70% are women, 30% men
- A wide spread of ages across the organisation from 16 up to 69 but with the largest groups just below 20% as ages 25-29 and 40-44
- 81% full time workers, 19% are part time – we also have lots of full-time staff who work adjusted hours to work with their home location or to accommodate traffic/flexibility at home

We prioritise good working relationships within teams and across departments as part of our culture too.

## What's on offer for you to work with us:

Opportunity, stability and growth amongst other things

### Values

- Fairness at the core
- Adaptable to new ways
- Commit, persist & bounce back
- Team spirit
- Approachable



### Leadership & Management

- Forward thinking
- Engaged and driven
- Continual development
- Role models for behaviour values



### Culture

- To enjoy each day at work
- Have social responsibility
- Work with others
- Be engaged in the role and the company
- Be kind



### Total Reward

- Fair salary
- Healthcare/cash plan scheme
- Wellbeing/mental health promotion
- Flexible working
- Pension 4%/4%
- Cycle to work scheme
- Weekly free fruit
- Social & fundraising events
- Long service benefits



### Learning

- Continual skill development
- Some career opportunities
- Professional courses and skill based



### The Job

- Role understood, contribution & responsibilities
- Given trust and autonomy
- Stable and secure
- Performance review quarterly with feedback

