

Black & Beech

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In 2022, Black & Beech emerged from the various lockdowns associated with the COVID 19 pandemic. Black & Beech continued to grow despite being a part-time project for the founder, Stacey Grant-Canham, on top of a lecturing job.

Throughout this year, Black & Beech engaged in various forms of activism and fundraising related to causes close to our values.



2022 Founder Letter



In the Spring of 2022, we collaborated with the charity Welsh Women's Aid on an exclusive T-shirt aimed at raising awareness about domestic violence in our community and raising funds to support victims. This collaboration was shared on social media by comedians Cariad Lloyd and Kiri Pritchard-McClean. Our founder, Stacey, also did a live interview with Welsh Women's Aid's press officer on Instagram, highlighting the intersection between fashion and feminist resistance. £730 pounds was donated March 22.



2022 Founder Letter



In May 2022, as a response to attacks on reproductive justice, particularly in the United States, Stacey had a conversation on Instagram Live with Mara Klein, founder of Abortion Support Network. This conversation focused on the global challenges surrounding motherhood, feminism, and choice. We subsequently developed a green 'abortion rights' bandana, from which all profits were donated to Abortion Support Network, as inspired by Latin American Feminist activists.



2022 Founder Letter



For International Women's Day, Stacey made a presentation to the British Medical Journal's staff about her story and experiences as a female founder, and Black & Beech highlighted the challenges of gender inequality on our social media.

We also developed two letterpress prints with a local artist that raised funds for Ukraine. £300 we donated to the Global Fund for Women Ukraine Appeal.

2022 Founder Letter

In October 2022, Stacey was one of the main speakers at the March of the Mummies protest against maternity discrimination run by Pregnant Then Screwed.



2022 Founder Letter



Sustainability is critical to Black & Beech as a fashion retail business. We consider this in all product development, but in 2022 we really enhanced the sustainability of our offer.

We made contact with an Indian factory which has exceptional sustainability credentials and developed an ethically-produced cotton pyjama to add to our collection.

2022 Founder Letter



In the summer of 2022, Stacey visited Florence to attend the Pitti Filati knitwear trade show in order to source yarns for future collections. She was able to meet various spinners to discuss sustainability of candidate yarns for use in our products.

In September, Stacey was a panellist at a sustainable fashion event in Wales run by Oxfam Cymru.

2022 Founder Letter



Throughout 2022, Black & Beech was lucky enough to be recognised in various award categories. Stacey was honoured to be a finalist in the Chwarae Teg Womenspire awards in the category of Entrepreneur.

As the year came to a close, Stacey was also lucky enough to be a finalist in the independent awards sponsored by Holly and Co in the category of female founder.

Our Story



2022 Our Story

Black & Beech started in 2016 when fashion design lecturer and mum Stacey Grant-Canham had her first child. Stacey started the business whilst on maternity leave.

The product range has evolved in line with her journey through motherhood. We've added apparel, prints, books, and—for Christmas 2020—we introduced a 'slow fashion' knitted accessory line which is made in the UK.

In 2021, we started making knitwear in the form of our best selling *Do No Harm* cardigan, and, in 2022, we ventured into Feminist pyjamas, jumpers, and even more scarves and bandanas.



2022 Our Story

The thread that flows through all our products is one of intersectional feminism. This is relevant to all our business decisions, from paying the living wage, through producing locally, to supporting the charities and causes we champion. We are passionate advocates of doing fashion differently.

We support equality and donate to Abortion Support Network through our Resistance range.

In 2018, we created a parent-focused product range donating to Repeal 8. Our YES necklace, which was worn by Roisin Ingle, Marian Keyes, and Aishling Bea, raised funds for Together for Yes, Terminations for Medical Reasons and In her shoes: Women of the 8th.

Most of all, our range gets people talking about issues. And it's this that is our *raison d'être*. To date we have donated over £13,000 to support Women's rights charities.



Social Impact

ABORTION SUPPORT NETWORK



Women Seeking Sanctuary and Advocacy Group (WSSAG WALES) is a charity that provides a safe, supporting and empowering environment for female asylum seekers and refugees in Cardiff.



Cymorth i Ferched Cymru
Welsh Women's Aid

URGENT
ACTION FUND

For Feminist Activism

In 2022 we donated to a range of charities and campaigns that spoke to our feminist values.

Through sales of our Christmas decorations we donated to Women Seeking Sanctuary in Wales, a grassroots advocacy group for migrant and refugee women in our city.

Through sales of an exclusive t-shirt we also donated to Welsh Women's Aid a domestic violence charity working to end violence against women and girls.

With the war in Ukraine we selected to donate to a Urgent Action Fund for Feminist Activism, specifically the Ukraine fund they had set up for women in the region. Finally, we continued our long-standing relationship with Abortion Support Network.

In terms of product development, we introduced our abortion rights green bandanna inspired by the feminist resistance in Latin America to reproductive injustice. We co created this product with our community enlisting their insights for slogans, phrases and words to express our feelings around choice. This product is sold on a not for profit basis with a donation of £5 from each sale going to Abortion Support Network.

We continue to sell our A Mothers Place is in the Resistance T-shirts and artwork paying tribute to the politics of motherhood and how this intersects with reproductive justice once again aligned with Abortion Support Network.

Charitable and Political Donations Transactions								
Date	Source	Description	Reference	Debit	Credit	Running Balance	Gross	VAT
Charitable and Political Donations								
24 Feb 2022	Spend Money	WSSIW		600.00	-	600.00	600.00	-
22 Mar 2022	Spend Money	WELSH WOMENS AID		730.00	-	1,330.00	730.00	-
23 Mar 2022	Spend Money	URGENT ACTION FUND - UKRAINE		314.18	-	1,644.18	314.18	-
5 Jul 2022	Spend Money	KE HALL		50.00	-	1,694.18	50.00	-
8 Oct 2022	Spend Money	ASN		523.00	-	2,217.18	523.00	-
7 Dec 2022	Spend Money	Wiki		10.40	-	2,227.58	10.40	-
Total Charitable and Political Donations				2,227.58	-	2,227.58	2,227.58	-
Total				2,227.58	-	2,227.58	2,227.58	-

The donations this year represent 1.04% of the TO
But
7.04% of our net profit.
2023 goal, donate 2% of TO





blackandbeech ✓
Cardiff



#IAmJustyna

Unapologetically Pro Choice

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Liked by Liked by [alison_tyfica](#) and 101 others
[blackandbeech](#) #iamjustyna

Our community stands with Justyana. Doing what we would like to think we would also do facing the



BLACKANDBEECH
Posts

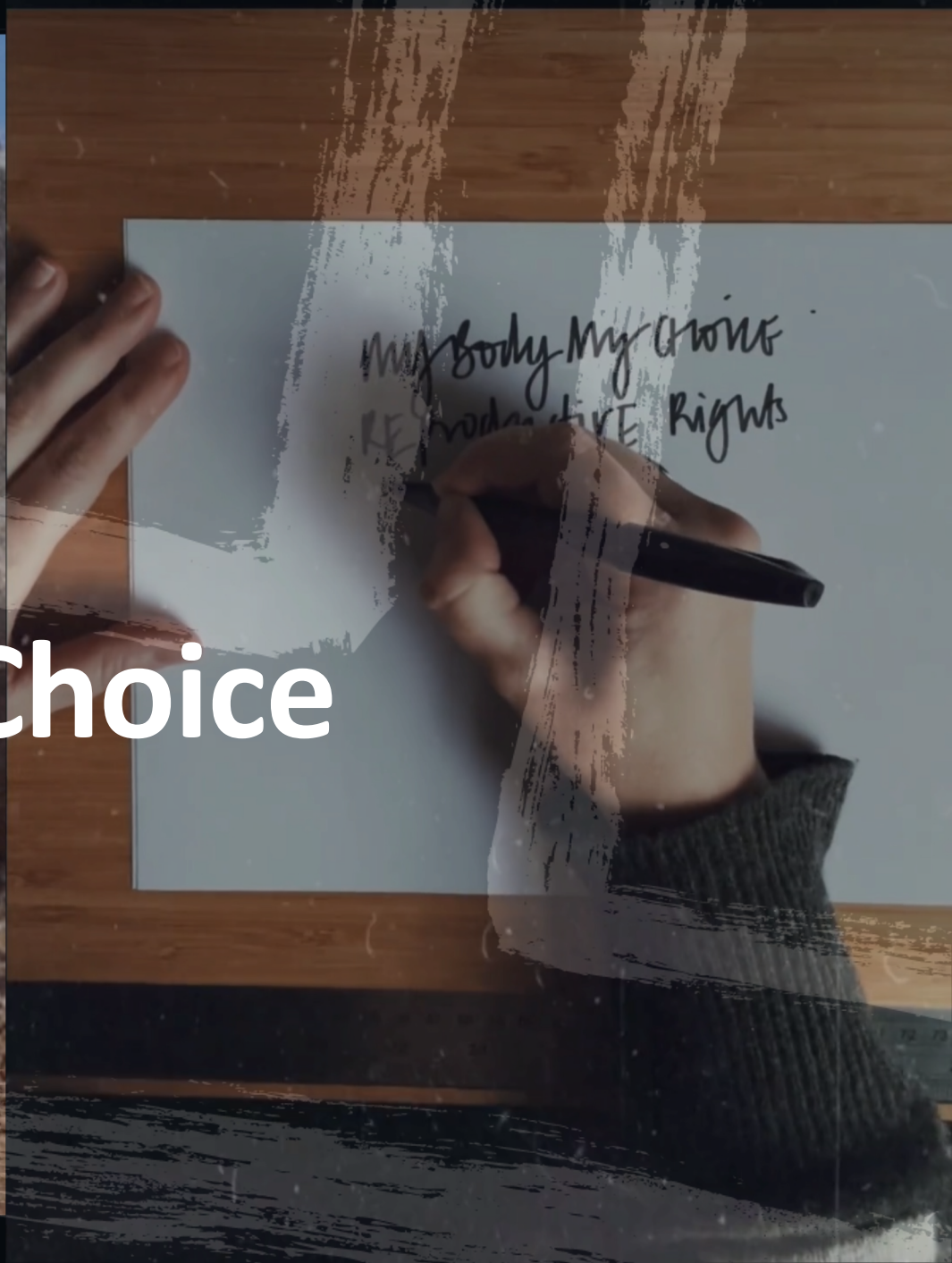


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BLACKANDBEECH
Posts



Environmental Impact

New for 2022 was our feminist pyjama range. We commissioned a local female illustrator to bring to life images of seven iconic women to create a conversational and storytelling print. We developed this product and used a GOTS certified factory in India using Better Cotton. Using Better Cotton means that we are contributing to help cotton communities survive and thrive, while protecting and restoring the environment. (Better Cotton Website)

In designing, sustainability was front of mind, and all of the seams are bound or French-seamed to ensure longevity and quality in the product.

In 2022, 34% of our goods were **made in the UK**.

A further 21% are finished by screen-printing or embroidering here using 2 small local businesses.

45% of our products are knitwear. By using 100% wool, not a blend or acrylic yarn, we are using a material that is 100% biodegradable so does not contribute to microplastic pollution in terrestrial or marine environments. This has been proven by scientific research. Wool is 100% renewable, grown on farms with a small pollution footprint. Wool is a quality natural fibre, valued for its longevity, natural and performance benefits and durability. This means that wool commands a higher price which reduces its contribution to the fast fashion industry. (Woolmark)

In 2022 1924 T-Shirts and Jumpers left our warehouse, every single one was GOTS and Fairwear certified to be sustainably made using Organic Cotton, some in climate neutral factories and all vegan friendly.

We sold 357 books spreading messages of feminism, anti-racism and equality to both adults and children.

We sold 600 Christmas decorations all made in our city, and donated to a grassroots charity in our city in aid of this.

We used 100% kraft mailers, kraft card boxes, recycled tissue paper, biodegradable stickers and uncoated paper postcards to package every item shipped.

Polybags are still a problem. Compostable solutions are out of our financial reach. However we do have items bulk packaged for us. For example our mittens are packed 20 to a bag so we save 19 bags for every order of 20 items, and the bag used in our warehouse for mailing wholesale orders.

Environmental Impact



2023 Goals

2022 was the first year we measured our impact. For 2023 we want to set 3-5 attainable goals.

1. Stacey to be working full time in the business
2. Black & Beech to make first hire
3. Become a registered living wage employer
4. Remove plastic polybags from stock
5. Obtain office space
6. Increase charity donations to 2% of Turnover



fin.

2022 was the first year we measured our impact. It's been exciting to see the foundation we have set for Black & Beech in writing and now that we are measuring what we are doing well, and setting goals for improvements I cannot wait to report back in 2023.

Comments or Feedback?

Drop Stacey@blackandbeech.com a line, we would love to hear from you.

