

New Gerber Childrenswear Line Uses Sustainable Livaeco Viscose

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GERBER X LIVAECO **COURTESY**

[Gerber Childrenswear](#) has introduced Our Softest Edit, a new Gerber baby and toddler apparel line developed in partnership with Livaeco by [Birla Cellulose](#).

Launching exclusively on GerberChildrenswear.com, Walmart.com and Amazon, the line of rompers, pajamas, dresses and headbands is made with a more sustainably produced [viscose](#) fiber, derived predominantly from natural eucalyptus. The new fabric option—95 percent viscose and 5 percent spandex—is the first offering of its kind for the brand.

“Our Softest Edit is a direct response to consumer demand from today’s parents for children’s apparel that is sustainably produced without sacrificing a softer, more comfortable feel,” said Maria Montano, president and CEO of Gerber [Childrenswear](#). “Our design team has brought parents a conscious

clothing option made from premium, high-quality materials perfect for any season and available at a great price point that fits any budget.”

Livaeco fibers are 100 percent sourced with ethical forestry practices and every garment made is fully traceable back to its origin, according to [Birla Cellulose](#) and Gerber.

“Using Livaeco was a critical step in bringing this line to life,” said Elizabeth Melley, chief merchandising officer for Gerber Childrenswear. “While there are currently viscose offerings on the market...Livaeco’s closed-loop process is a more sustainably friendly way to develop apparel.”

Rajnikant Sabnavis, chief marketing officer at Birla Cellulose, said the association with Gerber is a step forward toward collaborating with like-minded global brands.

“Responsibly sourced from natural origin, Livaeco fibers are the best match for kids’ wear application, where comfort has to be the focal point,” Sabnavis added.

Every piece in the new product line retails for under \$25, with items starting as low as \$6.99. It is available in seven gender-neutral solids and 12 prints, including letters, polar bears and rainbows. The fabric is lightweight, breathable and comfortable on skin. Sizes range from newborn to 5T.

Gerber Childrenswear is a marketer of infants’ and toddlers’ apparel and related products, including Onesies Brand one-piece underwear, sleepwear and accessories.

Birla Cellulose, the pulp and fiber business of Aditya Birla Group, operates 12 pulp and fiber sites globally that apply closed-loop processes and environmentally efficient technologies that recycle raw materials and conserve natural resources. Its five global advanced research centers are equipped with state of the art facilities and pilot plants. Birla’s innovative products designed with high sustainability standards include Livaeco by Birla Cellulose, Liva Reviva, Birla Excel and Birla Spunshades.