MANYMONTHS SIZES

Outgrown in a season? Not so fast.

Here's how Woollies grow along for many months, often years.



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WHY IT MATTERS

Buy less, wear longer



19 kg a year

That's how much clothing, shoes and home textiles the average person in the EU buys in a year: a large suitcase full. Most of what's thrown away at home ends up burned or in landfill.

Source: European Environment Agency, 2022 figures

1. **Fewer new clothes.** One Woollies garment grows with your child for many months, often even years.
2. **Made to be passed on.** With good care, one Woollies garment can be worn by several children, one after the other.
3. **Less waste.** Longer use means fewer clothes made, shipped and thrown away.

Cost per wear = price ÷ times worn

Elephant Hood with Lambie Ears,
Adventurer/Conqueror: 32.95 €

Worn 100 days a year for 4 years: 400 wears, about **0.08 €** a wear

Passed on to a sibling: 800 wears, about **0.04 €** a wear



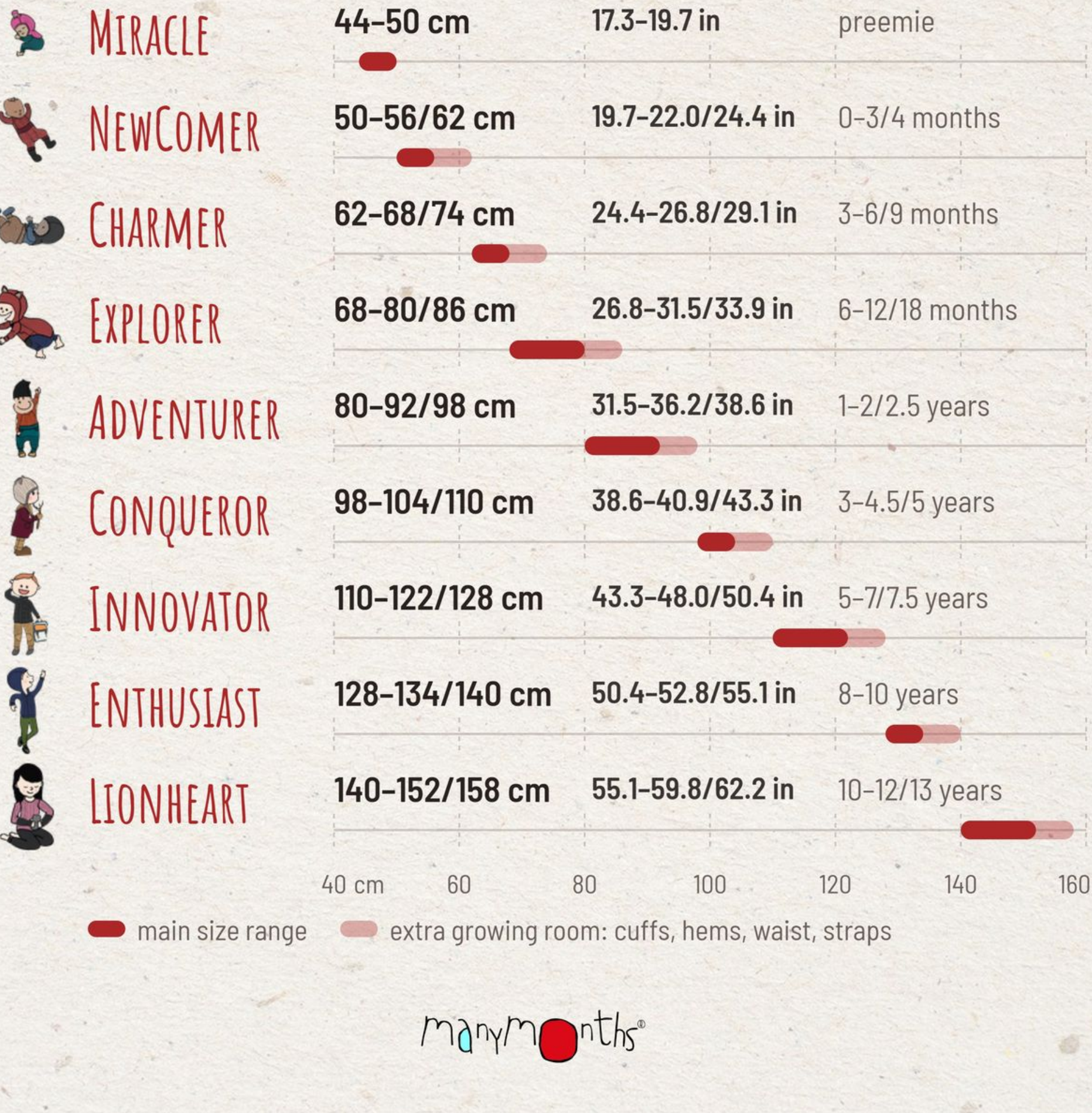
Outgrown? Pass it on!

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THE SIZE LADDER

Names, not numbers

Our sizes have names, because a Woollies garment isn't made for one moment. Children grow at their own pace, so each name stands for a stage, not a birthday. One garment can span two or more stages, which is why it can carry several size names.



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MEET THE SIZES

First months



Miracle

44–50 cm · **17.3–19.7 in** · preemie

Born a little before she was supposed to leave the warmth of the womb, she needs especially tender and loving care. Merino wool helps her keep warm and regulate her temperature. A true Miracle, a wonder to watch.



NewComer

50–56/62 cm · **19.7–22.0/24.4 in** · 0–3/4 months

He is SOO cute! Great at holding your finger, with a gorgeous smile and a big voice. Growth is rapid, so clothing that adapts to his size is a big advantage now.



Charmer

62–68/74 cm · **24.4–26.8/29.1 in** · 3–6/9 months

He has a beautiful smile and is practising his voice, so expect babbling and laughing. He rolls over, then learns to sit up by himself. The first tooth often appears now, and a Dickie keeps the chest warm even when it gets wet with drool.

MEET THE SIZES

On the move



Explorer

68–80/86 cm · **26.8–31.5/33.9 in** · 6–12/18 months

He crawls around exploring the floor and everything in reach, so choose trousers with patches! He takes his first steps and learns to feed himself with a spoon. Allow it to be messy.



Adventurer

80–92/98 cm · **31.5–36.2/38.6 in** · 1–2/2.5 years

No longer a baby but a toddler, with unlimited energy and a love of switches and knobs. Teach your Adventurer the pictorial ManyMonths labels, so he can help pick the right size.



Conqueror

98–104/110 cm · **38.6–40.9/43.3 in** · 3–4.5/5 years

She jumps, runs, races, climbs and throws balls all day long. She asks questions, easy and difficult, embarrassing and fun. She can dress herself with a little help from you.

MEET THE SIZES

BIG STEPS



INNOVATOR

110–122/128 cm · 43.3–48.0/50.4 in · 5–7/7.5 years

He can count, cut with scissors, catch a small ball and use a swing all by himself. Innovators make up their own complex rules when playing together, and the clothes they wear certainly make a difference.



ENTHUSIAST

128–134/140 cm · 50.4–52.8/55.1 in · 8–10 years

He is very active, full of energy and eager to try new things. Keeping warm and comfortable during new outdoor hobbies is where ManyMonths® comes in.



LIONHEART

140–152/158 cm · 55.1–59.8/62.2 in · 10–12/13 years

Growth spurts are common and the body changes fast. Many like to blend in, so Lionheart sizes are made in essential, classic styles. Family activities help Lionhearts build a strong sense of self, so enjoy the outdoors together! Taller than 158 cm, or over 152 cm with an adult figure? Continue with the MaM and MaD sizes.

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COMBINED SIZES

Two names? Two stages!

A combined name means one piece spans every stage listed.
Charmer/Explorer fits from about 3 months to 12/18 months
(62 to 80/86 cm, or 24.4 to 31.5/33.9 in).

NewComer | **Charmer** | **Explorer** | Adventurer

Charmer/Explorer: 62 to 80/86 cm
24.4 to 31.5/33.9 in

Plus a longer growing range

Minus a shorter growing range

& Beyond from that size up, adults included



Charmer



Explorer

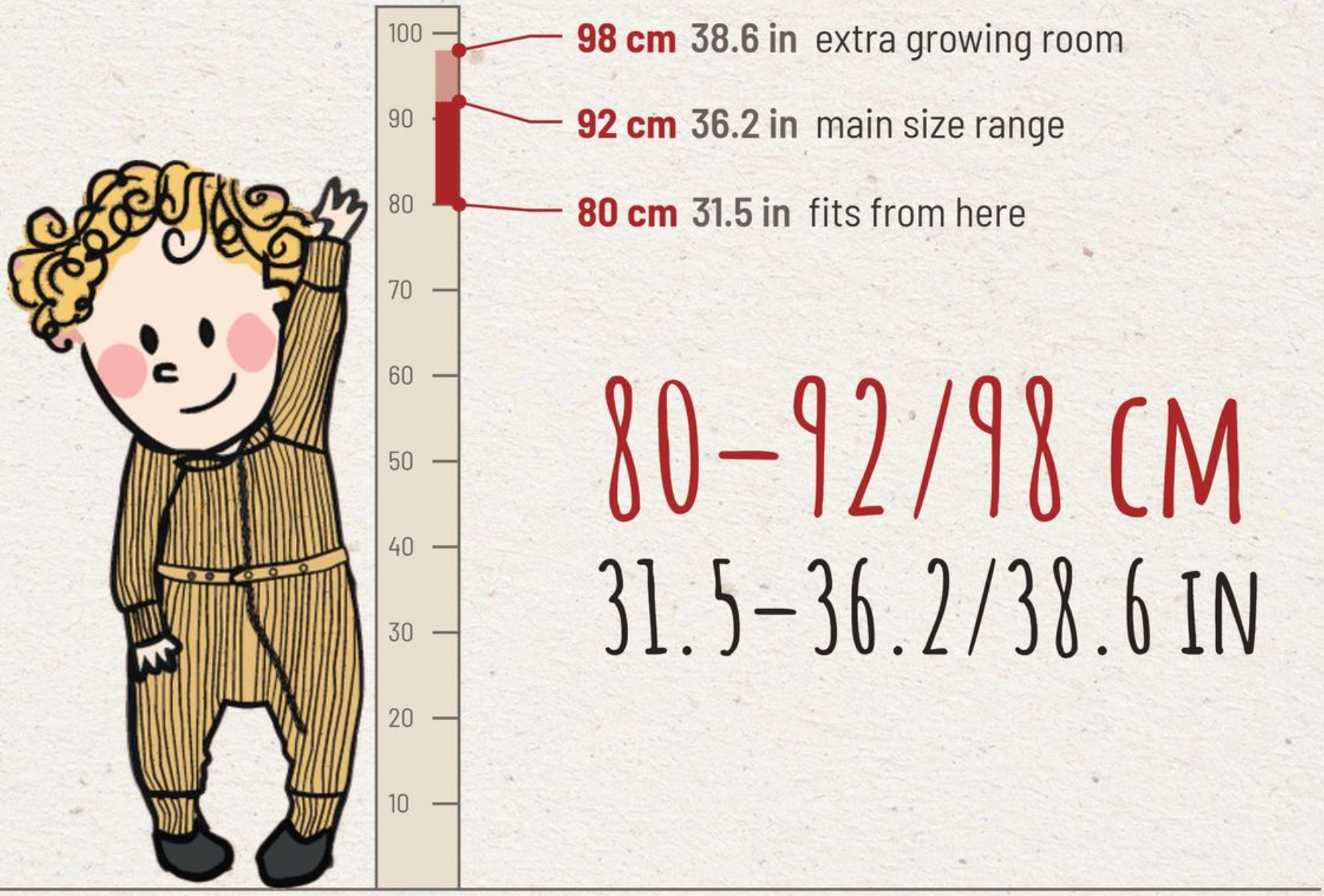
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CHOOSING BY HEIGHT

Height beats age

Choose by your child's height in centimetres or inches: it tells you much more than age.

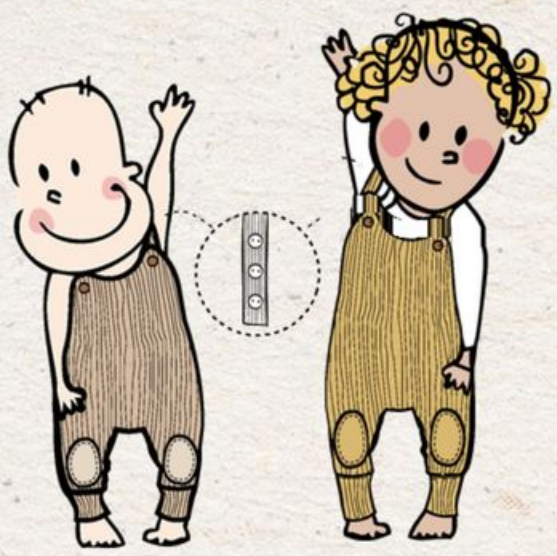
80–92/98 cm means it fits from 80 cm to 92 cm, and still fits comfortably up to 98 cm as you let out the cuffs, hems, waist or straps.



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GOOD TO KNOW

Made to be grown into



Fold now, unfold later

Most tops, cardigans, leggings and longies have long foldable cuffs: fold them back at first and unfold them as your child grows. Adjustable waists with a buttonhole elastic, shoulder straps with several buttons and our naturally stretchy merino rib do the rest.

Between two sizes?

Take the larger one. At 98 cm, for example, your child is at the top of Adventurer (80–92/98 cm) and the start of Conqueror, so choose Conqueror: the folded cuffs take up the difference at the start.
At 82 or 92 cm, Adventurer fits perfectly.



Room for nappies: trousers, bodies and rompers are cut to fit comfortably over cloth nappies. With disposable nappies or none, the smaller of two sizes may fit better.

Babywearing: in a carrier or sling your baby sits in the M position, with the knees higher than the bottom, so the trouser legs ride up. Unfold the cuffs first. If there is still a gap, pull Tube Warmers over the legs, or choose higher booties such as Long Tube Baby Booties or Adjustable Winter Booties, to keep your baby warm.

Worn over other clothes? The larger size is the safer choice.

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GOOD TO KNOW

Headwear and extras



Hoods and beanies

Hoods and beanies use the same size names, but are sized by head circumference. The rib stretches in use and gives a little over time, so the hood grows with your child.

SIZE	AGE (INDICATIVE)	HEAD CIRCUMFERENCE	INCHES
NewComer	0–3/4 months	**up to 43/44 cm**	up to 16.9/17.3 in
Charmer/Explorer	3–12/18 months	**ca 43–48 cm**	ca 16.9–18.9 in
Adventurer/Conqueror	1–4.5/5 years	**ca 46–54 cm**	ca 18.1–21.3 in
Adventurer/Conqueror/Innovator	1–7/7.5 years	**ca 46–57 cm**	ca 18.1–22.4 in
Innovator	5–7/7.5 years	**ca 52–56 cm**	ca 20.5–22.0 in
Enthusiast & Beyond	8 years to adult	**ca 54–59 cm**	ca 21.3–23.2 in

Onesize items

Neck tubes, Dickies, warmers, mittens, booties and other accessories marked Onesize are made to fit a wide range of ages. Each product page tells you which ages the item suits best.

MAM® AND MAD™

GROWN-UPS AND TEENS

ManyMonths clothes were first made for children, but the grown-ups in the family wanted the same wonderful merino wool too. That is how MaM and MaD Natural Woollies came about.

Teens: from about 152 cm, a teen who already has an adult figure can move on to MaM and MaD. Above 158 cm, Lionheart is usually too small anyway. MaM has a women's fit and MaD a men's fit, so choose the one that suits your teen better. Most teens start with the smallest size: XS or S in MaM, and S in MaD. Many accessories in & Beyond sizes fit teens too.

MaM® FOR WOMEN AND TEENS

MaM comes from 'Me and Mummy': clothes made for the whole of motherhood, through pregnancy, babywearing and beyond. The timeless styles also suit teens and anyone who loves wonderful, temperature-regulating merino wool. MaM® sizes follow European sizes. Choose the size you usually wear: our merino rib, knitted specifically for the Natural Woollies collection, is exceptionally stretchy and follows your shape, so the garments suit every body.



MaM®	XS	S	M	L	XL	S/M	L/XL
EU	34	36	38/40	42/44	46	36–38/40	42/44–46

XS is available in some styles, such as leggings.

MaD™ FOR MEN AND TEENS

MaD comes from 'Me and Daddy'. MaD™ sizes follow European men's sizes, so choose the size you usually wear. Women who like a MaD™ piece can choose one size smaller than their MaM® size.



MaD™	S	M	L	XL
EU	46	48/50	52/54	56/58

Thanks to the stretchy rib, the sizes overlap a little. Between two sizes, choose the smaller one for a close fit or the larger one for a looser fit.

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YOUR SIZE CHECKLIST

READY, SET, GROW!

- ✓ Measure height in cm or inches
- ✓ Find the stage on the ladder
- ✓ Between two sizes, take the larger one
- ✓ Onesize? Check the age range on the product page

Full size guide at **MaMidea.com**, or ask your local ManyMonths shop.



SAVE IT FOR YOUR NEXT ORDER.

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WHO WE ARE

CLEVER DESIGNS THAT GROW WITH YOUR CHILD

ManyMonths® Natural Woollies and MaM® babywearing clothes are designed in the High North, in Finland, by Bettina Lindblom, a mum of three.

Long snowy winters, bright summer nights and life close to Nordic nature shape every design: Woollies in natural merino wool, weather-ready jackets and covers for babywearing, and clever details for outdoor life with little ones all year round.

Bettina designed the world's first babywearing cover and the first European babywearing jackets.

Our children's Woollies grow along with your child, from month to month and even years. The merino is custom-made for us, mulesing-free and non-superwash, with no moth treatment and safe dyes.



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