H&M has this Thursday launched a new childrenswear collection together with WWF, the international organization leading efforts to protect endangered species and their habitat.

The range, made using organic cotton, draws attention to iconic animal species at risk through instantly recognizable prints. Items such as long sleeve sweaters, T-shirts, dresses, tights, trousers and pyjamas feature animal prints of species such as the tiger, panda, snow leopard, polar bear and the finless porpoise, which are facing threats including habitat loss, water pollution and the impact of climate change.

Many of the items also feature inspiring messages, like “Roar for wildlife”, “Protect my habitat” or “Let’s go wild”, inspiring children to care for our planet.

10% of the sales price of the collection will support WWF’s work in conserving species at risk.

H&M’s partnership with the World Wide Fund for Nature begun in 2011 and has now been extended an additional five years to focus on water stewardship and climate action, as well as creating a strategic dialogue related to both H&M’s and the fashion industry’s broader sustainability challenges.