



GOOD ON YOU

NEW APP TAKES ETHICAL FASHION MAINSTREAM

Monday 16th November

Style, technology and sustainability combine this month with the **Good On You app**, an innovative tool that makes shopping for ethical brands easy.

Developed by Australian social enterprise [Good On You](http://www.goodonyou.org.au) to help people buy better brands, the app is free and available for download at www.goodonyou.org.au, on iTunes and Google Play. This fashion technology is the first of its kind in Australia.

The Good On You app allows shoppers to evaluate over 1000 clothing, footwear and accessory brands on how they treat their workers, the environment and animals. The app also invites shoppers to give direct feedback to fashion companies; to send them a message that sustainability sells and people want to see brands doing their part.

“Many of us want to buy better, we just don’t know where to start,” says Good On You CEO Gordon Renouf. “Our app makes it easy to understand what brands are doing behind the scenes.”

“We can no longer afford to buy cheap clothes. Today’s fashion industry has become pollutive, destructive and exploitative. Every purchase we make is a vote for the kind of world we want to live in. We want to change the way people buy fashion. We believe great style and beautiful products shouldn’t involve compromising one’s values.”

After a successful crowdfunding campaign earlier this year (raising \$20,200 of a \$15,000 goal), Good On You developed the app to help people:

- **search by brand** if you’ve got a brand you love and want to check its rating
- **search by product** if you need something specific (like new shoes) to see how brands compare
- **search by store** to see ratings for all the brands in stock
- find stores and outlets near you
- send direct messages to brands to tell them they’re doing a good or bad job
- get news and tips on new ethical brands and beauty products

The Ethical Shopping Assistant is launching in time for the summer fashion season and the busy Christmas retail period. It will be regularly updated with fresh brands and ratings and is an accurate, trusted source of advice.

Good On You is a project of Ethical Consumers Australia, a charity registered with the Australian Charities and Non-Profits Commission. It works with consumers and businesses to raise awareness of ethical consumption.

CEO Gordon Renouf or Communications Director Bethany are available for an interview.

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