

24 April 2017

Buying better fashion is easier than you think

This week, millions of shoppers all around the world are taking part in a campaign to demand greater transparency in the fashion industry – and a new app will help them take action every time they shop!

Fashion Revolution Week commemorates the Rana Plaza factory collapse in Bangladesh, where more than 1,100 people were killed and many more injured on 24th April 2013.

According to Gordon Renouf, CEO of ethical fashion app Good On You, more and more people want to know how their clothes were made.

“Most people want to buy better, but don’t know where to start. Good On You uses a unique, in depth methodology to show how brands rate on the issues people care about.”

The [Good On You app](#) provides ethical brand ratings for more than 1,100 fashion brands, based on how they treat people, the planet and animals. It has more than 45,000 users and is now available globally.

“Great style and beautiful products shouldn’t cost people’s lives or the environment,” says Renouf. “We want to change the way people buy fashion so that businesses have strong incentives to be more sustainable and fair.”

Good On You app empowers shoppers to make better choices with easy to use ratings. The app also suggests better rated brands that match the user’s preferences.

Fashion Revolution Week kicks off on Monday 24th April. This year’s global campaign urges shoppers to ask brands ‘who made my clothes?’ and demand greater transparency in the fashion supply chain.

Says Renouf “Good On You is a global solution to a global problem. Shoppers from the US to the UK, and India to South Africa are all asking the same question: ‘how do I find brands that meet my needs but also respect workers and the environment?’”

One in six people (and [80% of women](#)) globally work in the apparel sector, where labour abuses and factory disasters are common.

A \$2.5 trillion industry, fashion is also one of the [most polluting](#) in the world. It’s responsible for 24% of the world’s pesticide use and is a major contributor to climate change and water pollution.

For more information:

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Notes to editors

According to [research by Mintel, a growing majority of consumers](#) say they stop buying from brands they believe to be unethical.

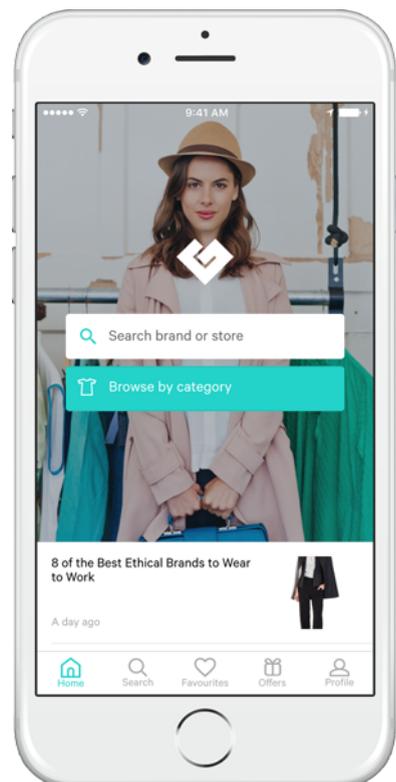
The [Good On You app](#) is available globally in the App Store, and will be available on Google Play from Monday 24 April.

The app relies on brand ratings that aggregate information from more than 50 certifications, accreditations, independent rankings and standard systems relevant to the clothing industry (see below).

The app includes more than 1,100 brand rankings with more added every 1-2 weeks.

Sources for brand ratings include ([full list is here](#)):

- Fairtrade Certifications
- Baptist World Aid Fashion Report
- Cleans Clothes Campaign
- Fair Wear Foundation
- Worldwide Responsible Accredited Production (WRAP)
- Social Accountability 8000 (SA8000)
- FLA Workplace Code of Conduct
- Ethical Clothing Australia Accreditation
- WFTO Guarantee System
- The Ethical Trading Initiative – Code
- ILO Labour Standards
- The Bangladesh Fire and Safety Accord
- Responsible Sourcing Network Uzbek Cotton Pledge



High resolution images of the app are [available here](#).