

## **Ethical Ratings Released For 500 European Fashion Brands**

New data on the ethical performance of more than 500 European fashion brands is released today (Wednesday 13th June), showing some household names emerging as leaders in ethics and sustainability.

The six-month project by ethical fashion organisation Good On You has rated the brands for their impact on people, planet and animal rights.

The 500 new brands will be included in Good On You's database of more than 2,000 brand ratings - the largest and most robust database of its kind in the world.

Good On You Co-Founder Sandra Capponi says the data shows some European brands are leading by example when it comes to ethics and sustainability.

"Adidas, G-Star Raw and Stella McCartney are among the household names we rate as 'Good' based on our unique ratings system.

"I think sportswear companies in particular have a reputation for poor labour practices, so it's great to see brands like Adidas learning from that and reforming their business models.

Today's data launch signals the start of a new European focus for Sydney-based Good On You.

"We've been in Europe over the past two months, attending the Fashion For Good-Plug and Play Accelerator Program as well as the Copenhagen Fashion Summit, and we've spoken with dozens of people in the industry," Sandra Capponi says.

"The message we're hearing from everyone is clear - fashion needs to clean up its act and quickly. Thankfully, there are some brands here forging a path that others can follow.

"We see Good On You as being integral to that process - we know shoppers feel conflicted when they don't buy according to their values, but with so many different schemes like Fairtrade, or certified organic, or vegan, it's not easy for people to compare one brand against another.

"With the release of this new data, European shoppers will be empowered to make better decisions and brands who want their business will be motivated to be more transparent, sustainable and ethical."

Good On You looks at more than 50 standards and certifications as well as information from a brand's website to give it a score for its impact on the environment, labour conditions and animal rights.

The brands are then given an overall score from the lowest 'We Avoid', through 'Not Good Enough' and 'It's A start, to "Good' and 'Great'. The app is available to shoppers worldwide on Android and iOS.

**Gordon Renouf** - [gordon@goodonyou.eco](mailto:gordon@goodonyou.eco),  
**Sandra Capponi** - [sandra@goodonyou.eco](mailto:sandra@goodonyou.eco),

For further facts, figures and images, [see the media pack](#).