

Press Release - 19 April 2016

NEW ETHICAL SHOPPING APP WILL CHANGE THE WAY KIWIS BUY THEIR CLOTHES MEDIA RELEASE - 19 April 2016

Dunedin-based social enterprise **Sustainable Projects** is aiming to bring Australia's premier ethical fashion rating app, **Good On You**, to New Zealand with a **crowdfunding campaign**.

The PledgeMe crowdfunding campaign will launch during Fashion Revolution Week (#FashionRevolution), on Earth Day, **Friday 22 April**.

Bec McMaster, Lead Catalyst of Sustainable Projects, has partnered with Good On You Australia, a social enterprise run by Ethical Consumers Australia to bring their highly popular app to New Zealand consumers.

Ethical fashion is fast becoming a hot topic in New Zealand. "As Kiwis seek more information about the clothes they're buying they're finding it challenging to determine just how sustainable or ethical brands really are," says McMaster.¹

The innovative app will provide ethical ratings for more than 350 fashion brands available in New Zealand. The easy to use 5 point rating system is focused on a brand's impact on **people, the environment and animals**. Ratings are informed by reputable and rigorous third party industry certifications you can trust, like Fairtrade and the Global Organic Textile Standard.²

Good On You CEO Gordon Renouf says: "People are increasingly interested in where their money goes. We want to help them choose brands that do good for our world."

The app also tailors to people's personal style, values and helps you find the closest retailer. But most importantly, you can send a message to brands inside the app, congratulating them or urging them to do better. This is fashion activism!

"Fashion is self-expression, and it can be much more than just looking great. It can be an expression of our moral and ethical values via the products we buy," explains McMaster.

Sustainable projects is seeking \$12,000 to develop the app specifically for New Zealand brands and consumers. Funds will go towards back-end app development to allow the app to work in both countries; gathering brand and retailer data; validating brand ratings; and initial support and maintenance. The app will be **launched for free this August**, pending successful crowdfunding.

The Good On You app was launched in Australia in November 2015 after a successful crowdfunding campaign. There are now over **16,700 Australian users**. McMaster is confident there is a similar appetite for this service in New Zealand, but it will **need the support of New Zealanders from the crowdfunding campaign in order to make it possible**.

To show support **head to our PledgeMe campaign**, or attend a fundraising screening of the fashion documentary ***The True Cost*** in one of the three major centres.³

Website: www.GoodOnYou.org.nz

Instagram: [@GoodOnYou_app_NZ](https://www.instagram.com/@GoodOnYou_app_NZ)

Facebook: [GoodOnYouNZ](https://www.facebook.com/GoodOnYouNZ)

Twitter: [@GoodOnYou_NZ](https://www.twitter.com/@GoodOnYou_NZ)

For media enquiries please call Bec McMaster, Lead Catalyst - Sustainable Projects - 021 686 224.
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High resolution images for media use available here: <http://bit.ly/GOYNZpressphotos>

¹ 81% of New Zealanders find the way businesses talk about their social and environmental commitments confusing and hard to understand (Colmar Brunton Better Futures Report, 2015).

² More on rating system here: <http://goodonyou.org.au/about/how-we-rate-products/>

³ Screening info here: http://goodonyou.org.nz/?page_id=50