



goodone S/S 10 collection

goodone is an award-winning sustainable fashion label that designs and produces innovative, body-conscious and playful garments which are made from hand-picked recycled fabrics. Their aim is to exceed peoples' expectations of what upcycled fashion can be by creating clothing which doesn't look recycled, but exclusive and fashionable.

"The team at **goodone** develops a design method that is informed by the use of recycled fabrics but not restrained by it", says Nin Castle, Creative Director. Using their expertise in the deconstruction and subsequent reconstruction of garments they are able to create an unlimited amount of new clothing from discarded, mass-producing the one-off by uniquely combining colours, patterns and textured fabrics.

For its second season at LFW, **goodone** will put on show a natural progression of their previous work. "We want to continue exploring new shapes without losing sight of our strong and feminine yet playful aesthetics" says Castle. Combining twisted shapes and gathered panels with body-con silhouettes, their S/S 2010 collection uses high-quality lightweight knitwear and jersey fabrics in a variety of exciting colour combinations. Castle resolutely states that there is a lot more to **goodone** than 'look what we can do with rags' – she says: "our approach to design aims to go beyond what is regarded as recycled clothing; we are a unique and innovative fashion brand".

The playful collection includes bodies with twisted straps made from recycled tees, slouchy jumper dresses from knitwear, panelled skirts with twisted waistband, high-wasted shorts, wooden-buckled belt dresses,, baggy cropped tops and more, making beautiful use of block colour combinations – corals, pinks, greys, blues and greens with a subtle hint of black and white.

Fashion is the industry that produces the fastest-growing waste. By using these recycled materials **goodone** provides creative and sustainable solutions for waste reduction, minimising energy use and damage to the environment – all the while with a passion for creativity and style, which allows them to compete head-and-shoulders with mainstream fashion retailers without compromising environmental values.

The **goodone** look is strong and feminine with a sharp eye for colour that results in unique combinations. This concept is the brainchild of Nin Castle, who's passionate about making upcycled garments which are quirky yet comfortable. A visionary, Nin hopes that the design and quality of their garments will persuade consumers that there is a real future in recycling, which will encourage them to embrace sustainable methods of fashion production and consumption.

ENDS

Notes to Editors

goodone first started in August 2006, and has since worked on an interesting range of charity projects and fashion initiatives.

In 2008 **goodone** was shortlisted for RE:New Designer Of The Year at the RE:Fashion Awards and in 2009 was commissioned to design an exclusive dress for the annual Fashion Targets Breast Cancer campaign.

All fabrics are locally sourced and handpicked, and designs are individually handmade at the **goodone** studio in East London.

Business is booming for sustainable companies and there is more demand and more opportunities for brands and projects which have a sustainable mindset and are environmentally-conscious in their practice. This season **goodone** is expanding in London and across the UK, as well as internationally with new stockists in Paris, Berlin, New York, Melbourne and Hong Kong.

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