

goodone Biography

goodone is an award winning sustainable fashion label. We design innovative up-cycled womenswear made from high quality knitwear and jersey fabrics. Our fashion forward approach to design aims to exceed people's expectations of what recycled clothing can be. All fabrics are locally sourced and our garments are handmade at the goodone studio in East London.

2006

- goodone is founded in 2006 by Nin Castle and Phoebe Emerson in Brighton in a disused car showroom.
- The girls are awarded a place on the NCGE and RSA's 'Creative Business Start-Up' course.
- Registered goodone as a company in August.
- goodone clothing available in first boutique stores.
- Relocated goodone studio to London.

2007

- goodone wins the prestigious Trefor Campbell Award for Enterprise in January. Awarded through the RSA (Royal Society of Arts) and the NCGE (National Council for Graduate Entrepreneurship).
- As a result of winning the award goodone enjoys a surge of interest from the press, ranging from The Guardian, The Independent on Sunday, to Heat Magazine.
- goodone begins working in education. Giving talks and presentations at LCF Brighton.
- In response to Anya Hindmarch, our 'Do I f**king look like a plastic bag?' fairly- traded, organic cloth bag is launched.
- goodone are awarded MAS (Manufacturing Advisory Service) funding to develop the goodone product line and brand.
- goodone collaborates with NOKI to create clothes shown in London Fashion Week A/W as part of 'Fashion East' at London Fashion Week.
- goodone are awarded the SME (Small Medium Enterprise) Innovation Award in December. Funded by the LDA (London Development Agency) and partnered with the London College of Fashion.

2008

- Start to collaborate with other companies to rework their waste, first with THTC.
- Nin takes full ownership of goodone when Phoebe moves on to pursue a career in teaching.
- Begins work on a collaborative charity project with Amnesty, Liberty, WWF, Greenpeace, Shelter and No Sweat, recycling old campaign t-shirts into a new clothing line. Project launched in June.
- Consultation for a corporate workshop in July for Coke UK, producing remade fashion for

the Notting Hill Carnival.

- Nin spends August in South Africa working for the Tabeisa Project, designing and producing clothes in a township outside Cape Town for sale in the UK.
- Finalist at the RE Fashion Awards for the New Designer of the Year 2008.

2009

- goodone are sponsored by Esthetica to exhibit at London Fashion week in February.
- After a successful show at LFW, goodone expands to international stockists in Berlin, Hong Kong, Melbourne and New York, as well as more in London and across the UK.
- goodone designs a dress for the Fashion Targets Breast Cancer charity campaign for Breakthrough for Breast Cancer.
- House of Cashmere approach goodone for a collaborative range to sell in their stores using their waste.
- goodone produce a limited range to be sold online through ASOS.
- NHK (Japanese TV network) produce a documentary on goodone called 'Inspiration Live'.
- goodone exhibit SS10 collection at LFW in Sept 2009.
- Awarded fashion business mentoring with Yasmin Sewell as part of the British Fashion Council's new program to support designers at Esthetica.
- Collaborative project with Puma. goodone produce a limited range of recycled accessories for special edition trainers.