



Špela Dobrovoljc, Goodwill studio Škofja Loka, Slovenija 2021.

# GOODWILL

## People are increasingly aware of the need to protect the planet

**GOODWILL** is a small Slovenian brand that comes from a family business Atelje Dobrovoljc. The name itself comes from their last name. The company strives for local production, use of natural materials, comfort and positive energy. All pieces are made of material produced in Slovenia with the OKO-TEX certificate, which means that the goods are free of carcinogenic dyes, pesticides and dyes that trigger allergies. Špela Dobrovoljc sews all the products herself in her home studio. Her sister Polona helps me sew tracksuits. Everything is designed and manufactured in Slovenia. The prints are made in the manual screen printing technique, which is considered to be one of the most durable prints on textiles. The latest chapter (certainly not the last) was added on October 16, 2020, when the doors of the amazing

Goodwill shop in Škofja Loka, Slovenia opened its doors. April is a Fashion revolution month and there is no better time to talk about fashion. Before the Fashion revolution week starts on 19th of April I'm happy to introduce some amazing sustainable fashion brands in my 5 questions for sustainable brands. This offers customers, as well as other sustainable brands, the chance to learn more about the brand and their work, struggles. Hopefully, brands can also connect and help each other out. Transparency and collaboration. This time I'm introducing Slovenian brand Goodwill. Sustainable fashion, also known as eco-fashion or ethical fashion, is a movement within the fashion industry that aims to reduce its environmental and social impact. It encompasses a range of practices and principles that prioritize.





Špela Dobrovoljc, fotografije osebnega arhiva,  
Ljubljana, Slovenija 2019.

#### ENVIRONMENTAL RESPONSIBILITY

Sustainable fashion strives to minimize its environmental footprint. This includes using eco-friendly materials like organic cotton, hemp, and recycled fabrics. It also focuses on reducing water usage, energy consumption, and waste in the production process. Sustainable fashion is a response to the negative environmental and social impacts of the tradi mass production, low-cost labor, and rapid turnover of styles. By promoting responsible and ethical practices, sustainable fashion seeks to create a more environmentally friendly and socially conscious approach to clothing design, production, and consumption.

“Labeling something environmentally friendly does not mean it is sustainable.”

