

Good On 2021 SPRING
Comfortable basics by U.S.A
www.good-on.com



What's Good On

Real One for Real people.
Good On your body!

The design concept of skilful craftsmanship is our mission...
America-grown and knit cottons that shrink and mold to fit body.
Extra top-stitching to assure strong seams. Every step of way,
in the spirit of genuine American craftsmanship. We bring you comfortable garments... They feel Good On your body! There are big differences. Choose made in U.S.A.

こだわりの頑固な縫製「Shrink to Fit」を考えたデザイン、そして、いつまでも肌触りのいい良質のコットンを特別に編みた生地。全てにおいて精神を込め、時間をかけて完成した忘れてはいけない本当の本物



Good On
2021 Spring
STANDARD



item name.
L/S CREW TEE
style. GOLS-802
color. WHITE, P-BLACK, P-NAVY,
P-NATURAL, P-MOCHA, P-SLATE
size. S, M, L, XL price. ¥5,280 with tax



item name.
80'S FOOTBALL TEE
style. GOLT1502
color. WHITE, P-BLACK, P-NAVY, P-BANANA, P-SLATE,
P-DARK ORANGE, P-LATTE, P-LIGHT PURPLE
size. S, M, L price. ¥5,280 with tax



item name.
L/S PULLOVER HOOD TEE
style. GOLT2001
color. WHITE, BLACK, P-BLACK, P-NAVY,
P-CORAL, P-LATTE, P-LIGHT PURPLE, P-SODA
size. S, M, L price. ¥7,150 with tax



item name.
BASEBALL TEE
style. GOLT-601
color. WHITE, P-BLACK, P-NAVY, P-NATURAL, P-BANANA, P-SAGE,
P-SLATE, P-GRAY, P-BROWN, P-DARK ORANGE,
P-LATTE, P-AZUKI, P-MATCHA, P-LIGHT PURPLE, P-SODA
size. S, M, L, XL price. ¥4,950 with tax



item name.
RAGLAN CREW SWEAT

style. GOBW-101
color. WHITE, BLACK, METAL, OATMEAL, P-BLACK,
P-NAVY, P-NATURAL, P-BANANA, P-SLATE, P-BROWN,
P-LATTE, P-AZUKI, P-MATCHA, P-LIGHT PURPLE, P-SODA
size. S, M, L, XL **price.** ¥9,680 with tax



item name.
RAGLAN PULLOVER HOOD SWEAT

style. GOBW1203
color. WHITE, BLACK, OATMEAL, P-BLACK,
P-NAVY, P-NATURAL, P-BANANA, P-SLATE, P-BROWN,
P-LATTE, P-AZUKI, P-MATCHA, P-LIGHT PURPLE, P-SODA
size. S, M, L, XL **price.** ¥13,200 with tax



item name.
ZIP TEE PARKA

style. GOLT1303
color. P-BLACK, P-NAVY, P-NATURAL,
P-BANANA, P-SLATE, P-CORAL,
P-LATTE, P-AZUKI, P-MATCHA
size. S, M, L, XL **price.** ¥8,360 with tax



item name.
**HEAVY JERSEY L/S
RAGLAN POCKET TEE**

style. GOLT1805
color. WHITE, P-BLACK, P-NAVY, P-MOCHA, P-SLATE,
P-LATTE, P-AZUKI, P-MATCHA, P-LIGHT PURPLE, P-SODA
size. S, M, L, XL **price.** ¥7,480 with tax

What's Good On

CONCEPT

アメリカが大量消費時代に入る以前の衣料品は生地・縫製の質に優れ、何十年も昔の製品が古着としての価値を得て今も多く残っています。こういった製品の、今なお着続けられるほどの丈夫な作りや、愛着とともに増していく風合いに魅了されて、Good Onの製作がスタートしたのは1997年のこと。

質より量を求めるアメリカの現状において、こだわった物づくりに対して熱くしてくれる工場や生地屋は存在するのだろうか？この難題をクリアすることから取り組み、以来20年にわたって品質と技術を高めながら、全てにおいてこだわった古き良きアメリカの名品を今に落とし込み、毎日何気なく袖を通したくなるような究極のデイリーウェアを生み出し続けています。

肌に優しく丈夫な高品質のアメリカ綿を使用し、生地の特徴に合わせたデザインをアメリカと日本で縫製。染色方法も常時使い分けて量産しています。いつの時代でも幅広いお客様にフィットするベーシックでシンプルな製品だからこそ、長く着るための耐久性も必要と考えます。身体に馴染むパターン、長く着る為の縫製、後染めでの縮率を考慮し一番良い型になるよう計算されたサイズスペック。一切妥協の無い数々の工程を経てお届けする最良の製品。「ベーシックでシンプル」だからこそ違いのわかる品質と着心地。味のある色と安心の耐久性で“経年優位”を楽しめる特別な逸品です。



Garments that were made before the time of mass consumption in the U.S. used high quality fabrics and sewing techniques compared to those of any other country, and many of these clothes are still valued as vintage clothing. When quantity is more important than quality in today's U.S., is there any manufacturer or fabric maker that has the passion of craftsmanship in their work? Good On started its production in 1997 to tackle this challenge.

We use quality American cotton that is strong yet gentle on the skin, patterns that fit the body, and robust sewing that allows for good wearability.

We adjust the garment design and size specifications to realize the best silhouette after dyeing each garment. Our fabrics are woven with more than 10 different types of American cotton with designs that match each of them. Our garments are sewn in the U.S. and in Japan. Our dye method is also tailored to suit each fabric. Good On, our brand, reflects the spirit of fine clothes in good old America with the focus on every single detail, and has restored the "taste" from that time. Basic and simple. This is why the difference is distinctive in our quality and comfort. And you can enjoy our T-shirts and Sweat Shirts as the small batch dye color changes and mellow with age while keeping wearability. You will see the difference when you wear it. "Comfortable Basics U.S.A". Good On your body...



Good On
2021 Spring
STANDARD



item name.
L/S POCKET TEE
style. GOLT1306
color. WHITE, BLACK,
P-BLACK, P-NAVY, P-NATURAL, P-BANANA,
P-SLATE, P-BROWN, P-LATTE
size. S, M, L, XL price. ¥6,050 with tax



item name.
TEE MASK
style. GOGD2020
color. ASSORT
size. ONE price. ¥1,100 with tax

item name.
ORGANIC TEE MASK
style. GOGD2102
color. NATURAL, BROWN, GREEN
size. ONE price. ¥1,430 with tax



item name.
**BASEBALL MAXI
ONE PIECE**
style. GOOP2001
color. P-NAVY, P-SLATE, P-GRAY,
P-CORAL, P-LATTE, P-SODA
size. ONE price. ¥8,580 with tax



item name.
L/S HENLEY TEE
style. GOLT1601
color. WHITE, P-BLACK, P-NAVY, P-NATURAL,
P-BANANA, P-SLATE, P-DARK ORANGE, P-LATTE
size. S, M, L, XL price. ¥6,490 with tax



item name.
**HEAVY JERSEY
STADIUM JACKET**
style. GOLT2002
color. P-BLACK, P-NAVY, P-SAGE, P-SLATE, P-LATTE
size. S, M, L price. ¥14,080 with tax

item name.
**HEAVY JERSEY
TRAVEL PANTS**
style. GOPT1710
color. BLACK, P-NAVY,
P-NATURAL, P-SAGE, P-SLATE
size. S, M, L price. ¥12,100 with tax



item name.
TEE MAXI SKIRT
style. GOSK1501
color. BLACK, P-NAVY, P-SLATE, P-CORAL, P-LATTE, P-SODA
size. ONE price. ¥7,260 with tax

Good On
2021 Spring
SPOT-ITEM



item name.
CREW TEE CARDIGAN
style. GOLT1703
color. P-BLACK, P-NAVY, P-NATURAL,
P-SLATE, P-DARK ORANGE, P-LATTE
size. S,M,L price. ¥7,920 with tax



item name.
DOUBLE PILE BAJA SHIRTS
style. GOBW2006
color. DEEP LAGOON, OLD GOLD, G.GREEN,
CREAM, P-BLACK, P-NAVY, P-CORAL
size. S, M, L price. ¥14,080 with tax



item name.
**CRAZY PULLOVER
HOOD SWEAT**
style. GOBW2102
color. P-BLACK, P-NATURAL
size. S, M, L, XL price. ¥20,680 with tax



item name.
CRAZY CREW SWEAT
style. GOBW2101
color. P-NATURAL, P-SLATE, P-BROWN
size. S, M, L, XL price. ¥17,380 with tax



item name.
ECO TOTE
style. GOGD2103
color. WHITE, BLUE
size. ONE price. ¥3,190 with tax



item name.
HONEYCOMB ZIP HOOD
style. GOLT2101
color. P-BLACK, P-NAVY, P-NATURAL,
P-SAGE, P-SLATE, P-CORAL, P-LIGHT PURPLE
size. S, M, L price. ¥12,100 with tax



item name.
L/S TEE BD SHIRTS
style. GOLT2103
color. WHITE, BLACK, DEEP LAGOON, OLIVE, CREAM
size. S, M, L price. ¥14,630 with tax