



Good On

Fall&Winter 2024

Comfortable basics

www.good-on.com



What's Good On

Real One for Real people.
Good On your body!



Item name.

S/S CREW TEE

style: GOST-701
colors: WHITE, METAL, BLACK, NAVY,
P-BLACK, P-NAVY, P-NATURAL, P-F_RED,
P-DARK GREEN, P-SAGE, P-BANANA, P-ASH,
P-MOCHA, P-SLATE, P-GRAY, P-CORAL,
P-LATTE, P-LIGHT PURPLE, P-SODA,
P-BORDEAUX, P-TURQUOISE, P-VIOLET, P-SAKURA
fabric: 5.5 oz JERSEY
sizes: S, M, L, XL
price: ¥4,950

こだわりの頑固な縫製と「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てた生地。
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。

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.



Mellows with age

50回洗濯したSSクルーTシャツの
デニムのような色落ちの経年変化

Brand new
S/S Crew tee

Washed 50 Times



Pigment dyed "Black"

All about Good On

商品の特長やサイズ選びのポイント
詳しいメンテナンス方法や Q&A など



USER'S GUIDE

www.good-on.com/view/page/all-about-goodon



Fabric

www.good-on.com/view/page/fabric



Pattern

www.good-on.com/view/page/pattern



Material

www.good-on.com/view/page/cotton



Sewing

www.good-on.com/view/page/sewing



Dye

www.good-on.com/view/page/dye



Cover:

JEET SWEAT JACKET ¥17,600
ROUGH 1/2 ZIP PULLOVER HOOD SWEAT ¥15,180
KODENSHI® QUILT SCARF ¥6,380

Copyright © BE-GOOD CO., LTD. All rights reserved.

掲載商品の価格はすべて税込表示となります。
販売店によりお取り扱い商品及びサイズ、カラー、
並びに発売時期及び販売期間は異なります。
詳細につきましては各店舗までお問い合わせください。
製品の仕様及び価格、並びに発売時期は予告なく変更となる場合があります。
製品の写真の色味は印刷インクの性質上、実物とは誤差が生じる場合があります。

HEAVY CREW SWEAT ¥16,280
COTTON WATCH CAP ¥5,940



RAGLAN PULLOVER HOOD SWEAT ¥15,180
NARROW SWEAT PANTS ¥17,380
COTTON WATCH CAP ¥5,940





C.P.O SWEAT JACKET ¥19,800
80'S L/S RINGER TEE ¥8,580
KODENSHI® QUILT SCARF ¥6,380

HEAVY JERSEY L/S RAGLAN POCKET TEE ¥9,680



5.5 oz Jersey

シャリ感とラフでザックリとした風合いを楽しめるように、不純物を除去し、糸を揃えて束にするカード工程を施した米綿100%の空紡糸(18番単糸)を使用。伸縮性と耐久性、通気性に優れ、かつ自然に肌に馴染む快適な厚さ(5.5oz)に編み込んだジャージ生地。



L/S CREW TEE

style. GOLS-802
 colors. WHITE, METAL, BLACK, NAVY, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-AJISAI
 fabric. 5.5 oz JERSEY
 sizes. S, M, L, XL price. ¥6,380
 release. late-August



L/S POCKET TEE

style. GOLT1306
 colors. WHITE, METAL, BLACK, NAVY, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-AJISAI
 fabric. 5.5 oz JERSEY sizes. S, M, L, XL price. ¥7,150
 release. late-August



BASEBAL TEE

style. GOLT-601
 colors. WHITE, METAL, BLACK, NAVY, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-F-RED, P-AJISAI
 fabric. 5.5 oz JERSEY
 sizes. S, M, L, XL
 price. ¥5,720
 release. late-August



ONE BUTTON BASEBALL TEE

style. GOLT1505
 colors. WHITE, BLACK, NAVY, P-BLACK, P-NAVY, P-NATURAL, P-BANANA, P-AJISAI
 fabric. 5.5 oz JERSEY sizes. S, M, L, XL price. ¥6,380
 release. late-August

9 oz Heavy Jersey

米綿100%の太い空紡糸(10番単糸)を高密度に編み込んだ、肉厚で硬く張りのあるジャージ生地。生産ロットの異なる多様な糸を織り交ぜることにより表面に凹凸を付けて無骨な表情に仕上げています。



HEAVY JERSEY L/S HENLEY TEE

style. GOLT2209
 colors. WHITE, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-SAGE, P-ASH
 fabric. 9 oz JERSEY
 sizes. S, M, L, XL price. ¥9,680
 release. mid-September



HEAVY JERSEY L/S CREW TEE

style. GOLT2107
 colors. WHITE, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-AZUKI, P-AJISAI
 fabric. 9 oz JERSEY sizes. S, M, L, XL price. ¥9,680 release. early-September



HEAVY JERSEY L/S RAGLAN POCKET TEE

style. GOLT1805
 colors. WHITE, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-CORAL, P-MATCHA, P-AZUKI, P-SODA, P-LIGHT PURPLE
 fabric. 9 oz JERSEY sizes. S, M, L, XL
 price. ¥9,680 release. mid-September



L/S HENLEY TEE

style. GOLT1601
 colors. WHITE, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-ASH, P-AJISAI
 fabric. 5.5 oz JERSEY sizes. S, M, L, XL
 price. ¥7,590 release. late-August

100% COTTON
5.5 OZ
JERSEY



Item name.
80'S FOOTBALL TEE

style. GOLT1502
colors. WHITE, P-BLACK, P-NAVY,
P-NATURAL, P-BORDEAUX,
P-ASH, P-DARK GREEN
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥6,050 release. late-August

100% COTTON
5.5 OZ
JERSEY



Item name.
80'S L/S RINGER TEE

style. GOLT2409
colors. BLACK, CREAM,
G.GREEN, OLD GOLD, FLAMINGO
fabric. 5.5 oz JERSEY
sizes. Women's, M, L, XL
price. ¥8,580
release. mid-September

Item name.
L/S RIB KNIT

style. GOLT2106
colors. BLACK, P-BLACK,
P-NAVY, P-NATURAL,
P-SAGE, P-AJISAI
fabric. RIB KNIT
sizes. S, M, L
price. ¥10,780
release. mid-September



100% COTTON
5.5 OZ
JERSEY



Item name.
L/S TURTLE NECK TEE

style. GOLT2307
colors. WHITE, METAL, BLACK, P-BLACK,
P-NAVY, P-NATURAL, P-F.RED, P-AJISAI
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥7,150 release. late-August

Item name.
L/S THERMAL TEE

style. GOLT1202
colors. WHITE, BLACK, P-BLACK, P-NAVY,
P-NATURAL, P-SLATE, P-CORAL, P-AJISAI
fabric. 6 oz THERMAL sizes. S, M, L, XL
price. ¥8,580 release. mid-September



RAGLAN CREW SWEAT ¥11,880 S/S CREW TEE ¥4,950 COTTON WATCH CAP ¥5,940

9 oz French Terry

裏がタオルの様にバイル構造になっており、日本では裏毛とも呼ばれる、スウェットでは定番の生地。サラサラとした肌触りで吸水性に優れているため、インナー&アウター兼用で春、秋、冬の3シーズンに対応できる高い汎用性を誇るスウェット生地。



Item name.
RAGLAN CREW SWEAT

style. GOBW-101
colors. METAL, BLACK, NAVY, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-SODA, P-AJISAI
fabric. 9 oz FRENCH TERRY
sizes. S, M, L, XL price. ¥11,880
release. mid-September



Item name.
RAGLAN PULLOVER HOOD SWEAT

style. GOBW1203
colors. METAL, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-SODA, P-AJISAI
fabric. 9 oz FRENCH TERRY sizes. S, M, L, XL
price. ¥15,180 release. late-September

13 oz French Terry

番手の異なる3本の糸を三層構造に束ねて強度のある1本の糸にし、13ozの裏バイル状にニットングした、タフで無骨な表情とずっしりとした重厚な着心地が特徴のヘビーウェイト生地。



9 oz Napped Fleece

生地の裏をブラシで掻き起毛させているため熱がこもり、ウールの様に保湿性に優れた暖かな生地。



Item name.
RAGLAN ZIP HOOD SWEAT

style. GOBW-502
colors. METAL, BLACK, P-BLACK, P-NAVY, P-NATURAL, P-BANANA, P-CORAL, P-AJISAI
fabric. 9 oz FRENCH TERRY sizes. S, M, L, XL
price. ¥17,380 release. mid-September



Item name.
L/S CREW SWEAT

style. GOBW2104
colors. BLACK, P-BLACK, P-NAVY, P-NATURAL, P-BANANA, P-CORAL, P-AJISAI
fabric. 9 oz FRENCH TERRY
sizes. S, M, L, XL
price. ¥10,780
release. mid-September



Item name.
TRACK CREW SWEAT

style. GOBW2307
colors. METAL, P-BLACK, P-NAVY, P-NATURAL
fabric. 9 oz FRENCH TERRY sizes. S, M, L, XL
price. ¥15,950 release. early-October



Item name.
HEAVY CREW SWEAT

style. GOBW1912
colors. BLACK, P-BLACK, P-NAVY, P-NATURAL, P-ASH, P-AJISAI
fabric. 13 oz FRENCH TERRY
sizes. S, M, L, XL
price. ¥16,280
release. late-September



Item name.
ROUGH CREW SWEAT

style. GOBW1609
colors. BLACK, P-BLACK, P-NAVY, P-NATURAL, P-SLATE, P-BANANA, P-CORAL, P-AJISAI
fabric. 9 oz NAP FLEECE sizes. S, M, L, XL
price. ¥10,780 release. early-October



Item name.
HEAVY PULLOVER HOOD SWEAT

style. GOBW1913
colors. BLACK, P-BLACK, P-NAVY, P-NATURAL, P-ASH, P-AJISAI
fabric. 13 oz FRENCH TERRY sizes. S, M, L, XL
price. ¥18,480 release. late-September



Item name.
CUT OFF FLEECE
style. GOBW2405
colors. **BLACK, NAVY, CREAM, FLAMINGO**
fabric. **SUPER FLEECE**
sizes. Women's, M, L
price. ¥10,780
release. mid-October



Item name.
TERRY SMOCK
style. GOBW2103
colors. **P-BLACK, P-NATURAL, P-SAGE, P-ASH, P-AJISAI**
fabric. **LIGHT FRENCH TERRY**
sizes. Women's, Men's
price. ¥12,980
release. early-September



Item name.
CREW SWEAT CARDIGAN
style. GOBW1711
colors. **BLACK, P-BLACK, P-NAVY, P-NATURAL, P-F.RED, P-AJISAI**
fabric. **9 oz NAP FLEECE** sizes. Women's, M, L, XL
price. ¥14,080 release. mid-September



Item name.
RIB NECK SWEAT
style. GOBW2304
colors. **BLACK, P-BLACK, P-SAGE, P-LATTE, P-AJISAI**
fabric. **9 oz NAP FLEECE** sizes. M, L, XL
price. ¥19,580 release. early-October



Item name.
ROUGH 1/2 ZIP PULLOVER HOOD SWEAT
style. GOBW1610
colors. **BLACK, P-BLACK, P-NAVY, P-NATURAL, P-CORAL, P-AJISAI**
fabric. **9 oz NAP FLEECE** sizes. S, M, L, XL
price. ¥15,180 release. mid-September



Item name.
HEAVY SWEAT PANTS
style. GOPT2210
colors. **BLACK, P-BLACK, P-NAVY, P-ASH**
fabric. **13 oz FRENCH TERRY** sizes. S, M, L
price. ¥16,280 release. early-September



Item name.
NARROW SWEAT PANTS
style. GOBW1418
colors. **BLACK, P-BLACK, P-NAVY, P-ASH**
fabric. **13 oz FRENCH TERRY** sizes. S, M, L
price. ¥17,380 release. early-September



Item name.
HEAVY JERSEY TROUSERS
style. GOPT2211
colors. **BLACK, P-BLACK, P-NAVY, P-SLATE, P-SAGE**
fabric. **9 oz JERSEY** sizes. S, M, L
price. ¥17,380 release. early-September





Item name.
FLANNEL CHECK SWEAT SHIRTS JACKET

style. GOBW2407
colors. CREAM, HAZE BLUE
fabric. 9 oz NAP FLEECE
sizes. M, L price. ¥25,300
release. mid-October



Item name.
JEET SWEAT JACKET

style. GOLT2108
colors. BLACK, P-BLACK, P-GRAY, P-SAGE, P-AJISAI
fabric. 9 oz NAP FLEECE sizes. M, L
price. ¥17,600 release. early-October



Item name.
C.P.O SWEAT JACKET

style. GOBW2105
colors. BLACK, NAVY, P-BLACK, P-NAVY, P-LATTE
fabric. 9 oz NAP FLEECE
sizes. S, M, L price. ¥19,800
release. early-October



Item name.
HEAVY JERSEY G-JAN

style. GOLT2306
colors. BLACK, P-BLACK, P-NAVY, P-NATURAL
fabric. 9 oz JERSEY sizes. S, M, L
price. ¥21,780 release. mid-September



Item name.
BOA FREEDOM JACKET

style. GOBW1506
colors. BLACK, NAVY, IVORY, OLIVE, SMOKY BLUE
fabric. BOA sizes. S, M, L
price. ¥20,680 release. mid-October

KODENSHI

遠赤効果で体温を外気に逃さずに、あたたかさを吸収して快適に過ごせる高機能素材の光電子®を使ったシリーズ。



Item name.
KODENSHI® QUILT L/S RAGLAN CREW NECK SHIRTS

style. GOBW2402
colors. P-BLACK, P-NATURAL, P-SAGE, P-AJISAI
fabric. KODENSHI QUILT
sizes. M, L, XL
price. ¥17,600
release. mid-October



Item name.
KODENSHI® QUILT JACKET

style. GOBW2403
colors. P-BLACK, P-NATURAL, P-SAGE, P-AJISAI
fabric. KODENSHI QUILT sizes. M, L
price. ¥23,980 release. mid-October



Item name.
KODENSHI® FLEECE SWEAT VEST

style. GOBW2207
colors. BLACK, CREAM, OLIVE
fabric. KODENSHI NAP FLEECE sizes. M, L
price. ¥10,780 release. mid-September





Item name:
SWEAT SOCKS

style. GOGD2306
 colors. BLACK, DEEP LAGOON, OLD GOLD, G.GREEN, COYOTE, FLAMINGO
 fabric. 9 oz NAP FLEECE sizes. M/22-25cm, L/25-28cm
 price. ¥4,180 release. late-September



Item name:
COTTON WATCH CAP

style. GOGD2301
 colors. P-BLACK, P-NAVY, P-NATURAL, P-F.RED, P-BANANA, P-AJISAI
 fabric. HEAVY GAUGE COTTON KNIT
 size. ONE price. ¥5,940
 release. late-September




Item name:
SWEAT PLAY CAP

style. GOGD2308
 colors. METAL, P-BLACK, P-NAVY, P-MOCHA
 fabric. 9 oz FRENCH TERRY
 size. ONE price. ¥4,950
 release. early-September



Item name:
GOOD ON BOY KEY FLOAT

style. GOGD2403
 colors. WHITE, BLUE
 size. ONE
 price. ¥1,650




Item name:
TEE KINCHAKU

style. GOGD1810
 colors. ASSORT
 fabric. 5.5 oz JERSEY
 size. ONE
 price. ¥3,630




Item name:
MINI TEE KEY CHAIN

style. GOGD2105
 colors. ASSORT
 fabric. 5.5 oz JERSEY
 size. ONE
 price. ¥1,870



Item name.
WOMEN'S RELAX SWEAT

style. GOBW2209
colors. P-NATURAL, P-GRAY, P-CORAL, P-AJISAI
fabric. LIGHT FRENCH TERRY
size. ONE price. ¥10,780
release. late-August



Item name.
TERRY SMOCK
style. GOBW2103
colors. P-BLACK, P-NATURAL,
P-SAGE, P-ASH, P-AJISAI
fabric. LIGHT FRENCH TERRY
sizes. Women's, Men's
price. ¥12,980
release. early-September



Item name.
CREW SWEAT CARDIGAN
style. GOBW1711
colors. BLACK, P-BLACK,
P-NAVY, P-NATURAL,
P-F.RED, P-AJISAI
fabric. 9 oz NAP FLEECE
sizes. Women's, M, L, XL
price. ¥14,080
release. mid-September



Item name.
WOMEN'S L/S KULU KULU TEE

style. GOLT2408
colors. WHITE, P-NATURAL, P-GRAY, P-SAGE, P-AJISAI
fabric. 5.5 oz JERSEY size. ONE price. ¥6,930
release. late-August



Item name.
CUT OFF FLEECE
style. GOBW2405
colors. BLACK, NAVY,
CREAM, FLAMINGO
fabric. SUPER FLEECE
sizes. Women's, M, L
price. ¥10,780
release. mid-October

KODENSHI® QUILT JACKET ¥23,980
WOMEN'S L/S KULU KULU TEE ¥6,930
KODENSHI® QUILT SCARF ¥6,380



BOA FREEDOM JACKET ¥20,680
80'S L/S RINGER TEE ¥ 8,580

KODENSHI® FLEECE SWEAT VEST ¥10,780
L/S RIB KNIT ¥10,780







Women : CREW SWEAT CARDIGAN ¥14,080
 WOMEN'S L/S KULU KULU TEE ¥6,930
 Men : KODENSHI® QUILT JACKET ¥23,980
 L/S TURTLE NECK TEE ¥7,150



Good On 2024 Fall&Winter
COLOR CHART

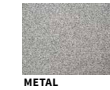
PIGMENT DYE



REACTIVE DYE



YARN DYE



Back Cover (P32).
 Men : HEAVY JERSEY G-JAN ¥21,780
 L/S RIB KNIT ¥10,780
 Women : KODENSHI® QUILT L/S RAGLAN
 CREW NECK SHIRTS ¥17,600
 L/S THERMAL TEE ¥8,580