



Comfortable basics

www.good-on.com

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Good On
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Good On
- SUMMER 2025 -

What's Good On

Real One for Real people. Good On your body!

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だした生地。
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.



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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

商品の特徴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



Pattern

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



Material

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



Fabric

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



Sewing

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



Dye

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



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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。





DOUBLE PILE S/S OPEN SHIRTS ¥14,080
NO SLEEVE TEE ¥5,940
HEAVY JERSEY TRAVEL SHORTS ¥12,980



S/S POLO TEE ¥9,680
HEAVY JERSEY TRAVEL SHORTS ¥12,980

S/S CREW TEE ¥5,500



LEOPARD S/S OPEN TEE SHIRTS ¥14,080
TEE PANTS ¥11,880



HEAVY JERSEY S/S FOOTBALL TEE ¥8,800
KNIT CORDUROY SHORTS ¥13,750



BASEBALL SHIRTS ¥10,780
DOUBLE PILE SHORTS ¥9,680





item name.
XXL S/S CREW TEE

style. GOST7012X
colors. WHITE, P-BLACK, P-NAVY,
P-NATURAL, P-SLATE, P-CORAL,
P-AJISAI
fabric. 5.5 oz JERSEY
size. XXL price. ¥5,940
release. mid-April



item name.
S/S POCKET TEE

style. GOST0903
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-CORAL, P-LIGHT PURPLE,
P-SODA, P-BORDEAUX, P-TURQUOISE, P-SAKURA, P-BROWN,
P-ORANGE, P-MATCHA, P-CHERRY, P-AJISAI, P-KELLY
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥6,380 release. late-March



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-CORAL, P-LIGHT PURPLE,
P-SODA, P-BORDEAUX, P-TURQUOISE, P-SAKURA,
P-BROWN, P-ORANGE, P-MATCHA, P-CHERRY,
P-AJISAI, P-KELLY
fabric. 5.5 oz JERSEY
sizes. S, M, L, XL price. ¥5,500
release. mid-March



item name.
**S/S OPEN
TEE SHIRTS**

style. GOST1605
colors. BLACK, P-BLACK,
P-NATURAL, P-CORAL,
P-NAVY, P-AJISAI
fabric. 5.5 oz JERSEY
sizes. S, M, L, XL
price. ¥11,800 release. mid-April



item name.
PIQUE S/S POCKET TEE

style. GOST1702
colors. WHITE, BLACK, P-BLACK,
P-NAVY, P-DARK GREEN, P-AJISAI
fabric. 6 oz PIQUE sizes. S, M, L, XL
price. ¥7,920 release. mid-March



item name.
S/S V-NECK TEE

style. GOST1001
colors. WHITE, BLACK,
P-BLACK, P-NAVY,
P-NATURAL, P-AJISAI
fabric. 5.5 oz JERSEY
sizes. S, M, L, XL
price. ¥5,940
release. early-April



item name.
S/S POLO TEE

style. GOST1103
colors. WHITE, BLACK, NAVY,
P-BLACK, P-NAVY, P-BROWN, P-AJISAI
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥9,680 release. mid-April



item name.
S/S HENLEY TEE

style. GOST1102
colors. WHITE, BLACK,
P-BLACK, P-NAVY, P-NATURAL,
P-SAGE, P-ASH, P-BANANA,
P-AJISAI, P-CORAL
fabric. 5.5 oz JERSEY
sizes. S, M, L, XL
price. ¥7,480
release. mid-April



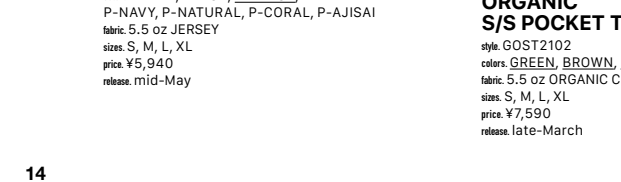
item name.
S/S RINGER TEE
style. GOST1910
colors. NAVY, SMOKY BLUE,
OLIVE, ORANGE, BLACK
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥5,940 release. mid-April



item name.
S/S BLACK RINGER TEE
style. GOST2503
colors. P-GRAY, P-SLATE, P-ASH, P-AJISAI
fabric. 5.5 oz JERSEY sizes. S, M, L, XL
price. ¥5,940
release. mid-April



item name.
NO SLEEVE TEE
style. GOST2502
colors. WHITE, BLACK,
P-BLACK, P-NAVY, P-AJISAI
fabric. 5.5 oz JERSEY
sizes. S, M, L, XL
price. ¥5,940
release. mid-April



item name.
**ORGANIC
S/S POCKET TEE**
style. GOST2102
colors. GREEN, BROWN, NATURAL
fabric. 5.5 oz ORGANIC COTTON JERSEY
sizes. S, M, L, XL
price. ¥7,590
release. late-March



item name.
S/S REVERSIBLE TEE
style. GOST2302
colors. WHITE×BLACK,
FLAMINGO×IVORY, NAVY×OLD GOLD
fabric. 4.5 oz JERSEY sizes. S, M, L, XL
price. ¥9,680
release. late-May



S/S REVERSIBLE TEE ¥9,680



Item name:
**HEAVY JERSEY
S/S STAND COLLAR
RUGBY JERSEY**
style: GOST1503
colors: WHITE, P-BLACK,
P-NAVY, P-NATURAL,
P-AJISAI, P-ASH
fabric: 9 oz JERSEY sizes: S, M, L
price: ¥10,780 release: mid-April



Item name:
**HEAVY JERSEY
S/S RAGLAN POCKET TEE**
style: GOST1101
colors: WHITE, BLACK, P-BLACK, P-NAVY,
P-NATURAL, P-SLATE, P-SAGE, P-CORAL,
P-SODA, P-BANANA, P-ASH, P-AJISAI
fabric: 9 oz JERSEY sizes: S, M, L, XL
price: ¥8,690 release: early-April



Item name:
**HEAVY JERSEY
S/S CREW TEE**
style: GOST2109
colors: WHITE, BLACK, P-BLACK,
P-NAVY, P-NATURAL,
P-SLATE, P-CORAL, P-AJISAI
fabric: 9 oz JERSEY
sizes: S, M, L, XL
price: ¥7,920
release: early-April



Item name:
**HEAVY JERSEY
S/S FOOTBALL TEE**
style: GOST1906
colors: WHITE, BLACK, P-BLACK, P-NAVY,
P-NATURAL, P-SLATE, P-LIGHT PURPLE
fabric: 9 oz JERSEY sizes: S, M, L, XL
price: ¥8,800 release: late-April



Item name:
S/S TERRY TEE
style: GOST2006
colors: BLACK, P-BLACK, P-NAVY,
P-NATURAL, P-BANANA, P-CORAL, P-AJISAI
fabric: LIGHT FRENCH TERRY
sizes: S, M, L, XL
price: ¥11,880
release: early-April



Item name:
TEE ROMPERS
style: GOST1802
colors: BLACK, P-BLACK,
P-NAVY, P-ASH, P-AJISAI
fabric: 5.5 oz JERSEY
sizes: S, M, L
price: ¥15,180
release: late-April



Item name:
虎福 S/S OPEN TEE SHIRTS
style: GOST2316
colors: BLACK, P-BLACK, P-NATURAL, P-NAVY
fabric: 5.5 oz JERSEY sizes: M, L, XL
price: ¥16,500 release: early-June



Item name:
**DOUBLE PILE
S/S OPEN SHIRTS**
style: GOST2506 colors: BLACK, DEEP LAGOON,
OLD GOLD, G.GREEN, COYOTE, FLAMINGO
fabric: DOUBLE PILE sizes: M, L, XL
price: ¥14,080 release: late-May



Item name:
BASEBALL SHIRTS
style: GOST2405
colors: P-BLACK, P-NAVY,
P-NATURAL, P-F.RED, P-SLATE
fabric: 5.5 oz JERSEY
sizes: S, M, L
price: ¥10,780
release: late-April



Item name:
**LEOPARD
S/S OPEN TEE SHIRTS**
style: GOST2409
colors: IVORY, SMOKY BLUE, CHARCOAL
fabric: 5.5 oz JERSEY sizes: M, L, XL
price: ¥14,080 release: late-May



Item name:
**LEOPARD
TEE SHORTS**
style: GOST2401
colors: IVORY, SMOKY BLUE,
CHARCOAL
fabric: 5.5 oz JERSEY sizes: M, L
price: ¥10,780 release: late-May

item name.

TEE PANTS

style. GOPT2201

colors. BLACK, NAVY, P-BLACK,
P-NAVY, P-NATURAL, P-AJISAI

fabric. 5.5 oz JERSEY

sizes. S, M, L

price. ¥11,880

release. late-February

item name.

HEAVY JERSEY TRAVEL SHORTS

style. GOPT1602

colors. BLACK, P-BLACK, P-NAVY, P-NATURAL,
P-SLATE, P-SAGE, P-ASH, P-F.RED

fabric. 9 oz JERSEY sizes. S, M, L

price. ¥12,980 release. late-April

item name.

DOUBLE PILE SHORTS

style. GOPT1405

colors. BLACK, DEEP LAGOON,
OLD GOLD, G.GREEN, COYOTE, FLAMINGO

fabric. DOUBLE PILE sizes. S, M, L

price. ¥9,680 release. mid-April

item name.

KNIT CORDUROY SHORTS

style. GOPT2503

colors. P-BLACK, P-NAVY,
P-NATURAL, P-F.RED, P-AJISAI

fabric. KNIT CORDUROY

sizes. S, M, L

price. ¥13,750

release. mid-April

item name.

TEE SHORTS

style. GOPT2301

colors. BLACK, P-BLACK,
P-BANANA, P-CORAL,
P-NAVY, P-NATURAL,
P-SAGE, P-AJISAI

fabric. 5.5 oz JERSEY

sizes. S, M, L

price. ¥9,680

release. late-April



item name.
SEERSUCKER ONE PIECE
style. GOOP2501
colors. CREAM, NAVY, FLAMINGO, SMOKY BLUE
fabric. SEERSUCKER SHRINK JERSEY size. ONE
price. ¥13,970
release. late-April



item name.
**WOMEN'S BABY JERSEY
S/S BASIC TEE**
style. GOST2204
colors. WHITE, BLACK,
P-NAVY, P-ASH, P-CORAL, P-SAKURA
P-AJISAI, P-YELLOW GRASS
fabric. 4.5 oz JERSEY
size. ONE price. ¥5,940
release. mid-February



item name.
WOMEN'S SNAP TEE VEST
style. GOST2401
colors. P-NAVY, P-MOCHA,
P-NATURAL, P-GRAY, P-BANANA
fabric. 5.5 oz JERSEY size. ONE
price. ¥9,350
release. mid-April



item name.
**GATHER TEE
MAXI SKIRT**
style. GOSK2201
colors. BLACK, P-NAVY,
P-DARK GREEN, P-MOCHA,
P-ASH, P-AJISAI,
P-YELLOW GRASS
fabric. 5.5 oz JERSEY
size. ONE
price. ¥9,680
release. late-February



item name.
**WOMEN'S TEE
SALOPETTE**
style. GOPT2502
colors. BLACK, P-NAVY,
P-MOCHA, P-SAGE,
P-ASH, P-AJISAI
fabric. 5.5 oz JERSEY
size. ONE
price. ¥14,850
release. mid-April



item name.
TENT TEE DRESS
style. GOOP1905
colors. BLACK, P-ASH,
P-SAKURA, P-MATCHA,
P-BROWN, P-AJISAI
fabric. 5.5 oz JERSEY size. ONE
price. ¥10,340 release. late-April



item name.
**NO SLEEVE
ALL IN ONE**
style. GOOP1904
colors. BLACK, P-NAVY, P-SAGE,
P-GRAY, P-CORAL, P-AJISAI
fabric. 5.5 oz JERSEY size. ONE
price. ¥15,950 release. late-April



S/S BLACK RINGER TEE ¥5,940
GATHER TEE MAXI SKIRT ¥9,680

item name.

WOMEN'S KULU KULU S/S TEE

style. GOST2108

colors. WHITE, BLACK,
P-NAVY, P-NATURAL, P-SLATE, P-ASH,
P-SAKURA, P-AJISAI, P-YELLOW GRASS

fabric. 5.5 oz JERSEY size. ONE

price. ¥5,940

release. mid-March



item name.

WOMEN'S FINE TOP

style. GOST2202

colors. WHITE, BLACK, P-NAVY,
P-NATURAL, P-ASH, P-CORAL,
P-AJISAI, P-YELLOW GRASS

fabric. 5.5 oz JERSEY

size. ONE price. ¥5,940

release. early-April

item name.

WOMEN'S S/S RELAX TEE

style. GOST2203

colors. WHITE, BLACK,
P-NAVY, P-NATURAL,
P-ASH, P-SAKURA

P-AJISAI, P-YELLOW GRASS

fabric. 5.5 oz JERSEY

size. ONE price. ¥6,490

release. mid-February



item name.

WOMEN'S RINGER FINE TOP

style. GOST2407

colors. NAVY, SMOKY BLUE,
OLIVE, ORANGE, BLACK

fabric. 5.5 oz JERSEY size. ONE

price. ¥5,940 release. early-April



item name.

WOMEN'S ARABIAN WIDE PANTS

style. GOPT2501

colors. BLACK, P-MOCHA, P-ASH,
P-CORAL, P-AJISAI, P-YELLOW GRASS

fabric. 5.5 oz JERSEY size. ONE

price. ¥14,960 release. mid-March



WOMEN'S S/S RELAX TEE ¥6,490

WOMEN'S ARABIAN WIDE PANTS ¥14,960



虎福 S/S OPEN TEE SHIRTS ¥16,500 S/S V-NECK TEE ¥5,940 WOMEN'S ARABIAN WIDE PANTS ¥14,960



POCKET TANK TOP ¥5,940 GATHER TEE MAXI SKIRT ¥9,680

WOMEN'S S/S RELAX TEE ¥6,490 WOMEN'S ARABIAN WIDE PANTS ¥14,960



WOMEN'S FINE TOP ¥5,940 WOMEN'S TEE SALOPETTE ¥14,850





TENT TEE DRESS ¥10,340



WOMEN'S SNAP TEE VEST ¥9,350 SEERSUCKER ONE PIECE ¥13,970

WOMEN'S FINE TOP ¥5,940
TEE PANTS ¥11,880

DOUBLE PILE S/S OPEN SHIRTS ¥14,080
KNIT CORDUROY SHORTS ¥13,750



Good On 2025 Summer Color Chart

REACTIVE DYE

WHITE	BLACK	NAVY	FLAMINGO
SMOKY BLUE	OLIVE	G.GREEN	ORANGE
OLD GOLD	COYOTE	DEEP LAGOON	IVORY
CHARCOAL-NEW-	CREAM-NEW-		

YARN DYE

METAL

PIGMENT DYE

NATURAL	BLACK	NAVY	BORDEAUX
GRAY	F.RED	CORAL	TURQUOISE
BANANA	MOCHA	SAGE	DARK GREEN
SLATE	SODA	LIGHT PURPLE	SAKURA
ASH	MATCHA-NEW-	ORANGE-NEW-	YELLOW GRASS-NEW-
AJISAI-NEW-	BROWN-NEW-	CHERRY-NEW-	KELLY-NEW-