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***DoneGood and Free the Slaves Launch New Online Store Where People Can Use their Purchasing Power to Fight Modern Slavery***

*New shopping site, launching during Fashion Revolution Week and on the 5<sup>th</sup> anniversary of the Rana Plaza tragedy, provides one-stop shopping for brands that are on a mission to fight human trafficking; purchases help fund efforts to end modern slavery*

*With human trafficking a \$150 billion per year industry, diverting purchases to slavery-free companies is one of the most powerful ways we all have to end slavery in our time*

(BOSTON/WASHINGTON) – This Fashion Revolution Week (April 23 – 29), there’s a new way people can take action to combat modern slavery in fashion industry supply chains.

[Free the Slaves](#), one of the world’s most effective anti-human trafficking organizations, and [DoneGood](#), a social impact tech startup incubated at the Harvard Innovation Lab, have announced the creation of the [Fashion for Freedom](#) online store. The new platform empowers shoppers to support fashion brands that pay good wages to their workers and are free of trafficked labor, while also helping to fund Free the Slaves’ on-the-ground efforts to end modern-day slavery. All products—and exclusive discounts—on the new site are from brands that are members of the Free the Slaves Fashion for Freedom Campaign and have been DoneGood-approved for ethical business practices.

“Pretty much no one would purchase a product if they knew it had been made with slave labor. Unfortunately, there are 40 million people living in slavery around the world, many of them working in supply chains that produce everyday products we all buy,” said DoneGood Co-founder Scott Jacobsen. “The problem is that it’s so difficult to know if a product is made with trafficked labor. With this new site we make it really easy for people to find products they know are slavery-free so they can feel good about what their purchase is supporting.”



“Human trafficking is a \$150 billion a year industry. It’s as big of an illicit industry as illegal drugs and gun smuggling,” said Free the Slaves special Projects Manager Allie Gardner. “Consumers have incredible power to make an impact. Redirecting our purchases to brands we know are slavery-free helps these businesses be more successful and encourages other businesses to do more to ensure their supply chains are free of human trafficking. Nonprofit organizations like ours can’t conquer modern slavery alone, but as more consumers join the effort we can finally eradicate slavery across the globe.”

Launching today, the new Fashion for Freedom site provides consumers one-stop shopping for brands that are on a mission to end modern slavery by ensuring their supply chains are free of trafficked labor, as well as ensuring their production facilities are safe, paying good wages, and empowering workers and communities in other ways.

On the new online store, users can explore products ranging from women’s and men’s clothes to footwear to home goods and jewelry. Site users can find a women’s tunic made by sex trafficking survivors in Nepal, a fair trade chocolate gift basket for Mother’s Day, and many more ethically-made products.

More brands will be added to the site in the coming weeks and months.

DoneGood will donate 10 percent of revenue earned from sales through the new site to Free the Slaves efforts to fight human trafficking around the globe.

The new site also features exclusive discounts and special offers. So users of the new site can save money, and know their purchases are supporting brands and nonprofit efforts to finally eradicate the scourge of slavery.

The new shopping platform launches today during Fashion Revolution Week 2018. Fashion Revolution Week is the world’s largest coordinated global campaign for a fairer, safer, more just fashion industry. The week is held annually surrounding the anniversary of the Rana Plaza tragedy in Bangladesh. On April 24, 2013, an apparel factory producing clothing for major American and European brands collapsed, killing 1,130 people and injuring many more.

## **About Free the Slaves**

[Free the Slaves](#) is considered a leader and pioneer in the modern abolitionist movement. Free the Slaves has developed a global blueprint for change to inform governments, international development institutions, faith communities, businesses, and the public what they can do to combat modern slavery and human trafficking. Along with these efforts, the group has freed thousands from bondage, educated hundreds of thousands in trafficking hot spots to prevent their enslavement, and prompted the arrest of hundreds of trafficking perpetrators.



### **About DoneGood**

[DoneGood](#) is the leading online source for discovering and supporting brands that make the world better. By using DoneGood we can all unleash the world’s most powerful force for change—the dollars we all spend. The DoneGood platform is the easiest way to discover and shop with brands that empower workers, reduce poverty, fight climate change, and do good for people and the planet in all sorts of ways. DoneGood makes it incredibly easy to find highly ethical and eco-friendly brands with innovative technology like the [DoneGood browser plug-in](#), [DoneGood Shop site](#), and the **DoneGood mobile app** ([iPhone](#)/[Android](#)). DoneGood was incubated at the Harvard Innovation Lab, is a 1% for the Planet member business, and a Certified B Corp. The tech startup has won startup competitions at Harvard and MIT, and is a 2017 B Corp “Best for the World” awardee.

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