

**Austria's pioneer of sustainable fashion
needs support to continue business.**



“Göttin des Glücks” (GDG) (in english „Goddess of Happiness”) has been campaigning with heart, body and soul for over 10 years to reach social and ecological improvement in one of the world’s dirtiest lines of business – textile. We have given distinction to the topic of sustainability in fashion business and are committing sociopolitically in various different ways for better economic and political framework to make sustainability not just another point in a list of CSR measures but a core value for enterprises.

We have set up our fashion brand with 100% organic and FAIRTRADE ethics from day one, which has been an incredible challenge ever since because committing to „real“ sustainability is much more complex and costly than just greenwashing the front for marketing (as many competitors do) – nonetheless we have to survive in the same ruthless elbow capitalist market environment as everyone else. And still we need to grow and to build up our company, because we haven’t reached our healthy economic dimension as of yet. Each company needs a certain size to reach break even point, meaning that the expenses, the input (which is very high in fashion because of rapidly changing demand, short product lifecycles and therefore need for permanent development) matches the outcome to a level which makes it economically reasonable to exist and stay in business.

The documentary “the true cost” shows in a very clear way what a colossal task we have taken up by trying to change the fashion world. We fight for a fair fashion market – just like Safia Minney (founder of People Tree), but we are much smaller and in very urgent need of support for us to proceed our work. Ours and everyone’s goal should be to take fair fashion out of its niche and make it mainstream, banning all unfairly produced fashion from the shelves!

“Göttin des Glücks“ as first Austrian textile cooperative and citizens’ action committee for an ecological and social shift in the textile industry

The cooperative society as such is the original way of crowdfunding – corresponding to the old Raiffeisen motto „many can achieve what a single person can’t.“ We have considered founding a cooperative with our customers, friendly companies, producers and cooperation partners for a long time already, as this type of enterprise is the perfect match for our way of working according to the principles of the economy for the common good. Furthermore, right now we are in dire need of more capital to enable our company’s growth, as we don’t have any more reserves, no rich relatives and won’t get the required money from any bank.

These are the reasons why we address you and ask:

Support us on our way and become members of the “Göttin des Glücks” cooperative! We need you to continue our work and our mission to change the textile industry!

One cooperative share (nominal value) is €100 (one hundred Euros). Unfortunately time is running.

It is possible to subscribe to one or several shares. Subscription is international (independent from country of residence) and possible for both natural persons as well as legal entities. The required minimum amount for founding the “Göttin des Glücks” cooperative society is € 200.000, as this is the amount required to safely implement our imminent plans for the future: “product range diversity” “consolidation and development of regional production partnerships” and “franchise” in the D-A-CH region (Germany, Austria, Switzerland). We have been advertising our “Goddess of Happiness cooperative society in formation” since August and unfortunately, we could only acquire € 60.000 so far. We have set our time frame for fundraising until end of December, as we would need to start soon with the realization of our projects to make them work. Our guess why we have not yet managed to collect the whole sum is that possibly there are too many different competing offers for participation in the market already (e.g. crowdfunding). We do nonetheless hope to get the required support until the end of December.

All detailed information on our cooperative such as the statute, subscription forms, right of withdrawal, information sheet and the possibility to register and subscribe online can be found here:

www.crowdcoopfunding.at or
www.gdg-fashion.com

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The key facts of a Cooperative Society

A Cooperative Society is a cluster of members with the same interest - supporting their members and following values like common good. It is open to everyone (privat person, company, producers), there is no limitation of membership. It is an approved form of organisation for economical, joint success. The mission statement is: „What you cannot do alone, you can achieve together with others“. The basic principles of Cooperative Societies are: self- help, self- administration and self-responsibility.

All members of the Cooperative Society are owners and have one vote (independent of their shares) in the general assembly. The general assembly is the leading decision- making body. With that all members of the Cooperative Society are relevant in strategic and personal decision making. All details are defined in the articles of association.

Cooperative Societies do not gamble with money, they invest into real economy und stay local in general. The highest aim is not gaining profit (like capital companies or stock corporations do), but supporting the interests of the members. Profit is used for reinvesting and savings. A distribution of profit is possible (when profit was made and distribution was decided in the general assembly) and will be handled in dividends.

A Cooperative Society is a legal body und has a legal personality. Every Cooperative Society has to be member of a revision federation, which is controlling the Cooperative Society in terms of economical and legal business integrity. The GDG Cooperative Society will be member of the new Austrian revision federation "Rückenwind", which is hosting only Cooperative Societies, which are focused on common good projects. www.rueckenwind.coop

What is the benefit for you as a member

- Part of a community, which aims other political and economical frames for socially, ecologically and ethic sustainable values and against the egoism of capitalism
- Part of a community, which aims obligation of minimum standars in the textiles industry and fair rules in a global production circuit (keyword „Code of Product“ instead of „Code of Conduct“ – Lisa Muhr, <http://content.goettindesgluecks.com/de/news.html>)
- Large range of ecofair fashion, new sustainable materials
- exklusive discounts and participation in the design process (advisory board)
- visits of our producers in India and regionally
- infomagazine about GDG, Textil's industry, Green Economy in general
- profit distribution (dividends)

How will the founding capital be used

The minimum capital of € 200.000 will be used for developping the cooperations with the regional producers and for developping the franchise distribution concept within the first two years. After this period of developping the Cooperative Society should gain its own profit as a franchisor.

The new cooperations with the regional producers will not replace the indian FAIRTRADE partners, but will complet in a positive way. With this we want to support the few existing production places in Europe and we want to work with new sustainable, regional materials, which expands our product range and makes our offer larger and more attractive.

Franchising and upgrading of our online activities are our strategies for the necessary economic growth.

In the first two years the GDG Cooperative Society will not have its own staff, but use the Know How of the existing Ltd. The Ltd. will do the developping work for the Cooperative Society, which pays for it with the founding capital (proposal in the first general assembly will be made). The longterm aim is the fusion of the Ltd. with the Cooperative Society.

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Why is our work so important

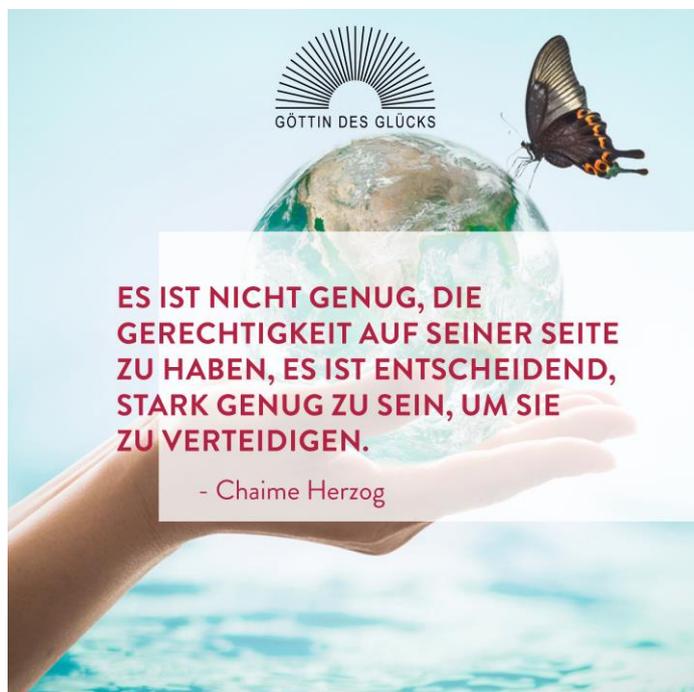
The term „fair fashion“ has only been coined in the past 10 years. In comparison, the organic food and cosmetics industries have been going strong for a much longer time already - meaning the textile industry is about 30 years behind these lines of business. There is still so much to do to make this “crazy” fashion world more sustainable, more honest, more transparent and more humane! We prove that fair fashion can be beautiful and wearable and change the market by doing so. Every day. With our range, we motivate consumers to buy higher value (also from an ethical and ecological point of view) and communicate the importance of their buying behavior. Because we all make a daily vote with our purchase decisions.

We make fashion which is free from poison, guarantee best quality for your skin and the highest possible social and ecological standards. We stand for transparency along the whole production chain. For 10 years, we have been working according to FAIRTRADE standards in cooperation with countries from the southern hemisphere. Parallel to this, we aim to use our cooperative society as a means to strengthen regional producers in the near future and thus to prevent the final decline of European textile production and aid in reviving the European textile sector. Furthermore, we would like to increase our portfolio by adding new sustainable material to our range, such as wool/boiled wool, tencel, recycled fibers, modal, linen knit and the like.

We have a strong focus on educational work and cooperate with schools and universities to create awareness and sensitivity towards the topic among young people who will make up tomorrow's society. We plant little seeds and hope that they will bud when these young people have become grown-up consumers or even gained seats in the management of companies.

We engage in political campaigning on various different levels to change the current legal framework to make sustainable economy the state-of-the-art model of our future. Because we must not wait for others to change what displeases us.

All of our work is dedicated to the responsibility to enable our children and the following generations to have a future on this planet which is not just survivable but worth living! This is our mission. This is our passion.



***It is not enough to have justice on your side,
it is essential to be strong enough to defend it [Chaime Herzog]***