what makes Good Good Good fashion so great great?

It was as a young man, paging through glossy lifestyle magazines and poring over pictures of celebrities on the red carpet that Daniel Sher first fell in love with design. He allowed himself to draw from many different inspirations and experimented with his own wardrobe, which sometimes resulted in "odd and bizarre" fashion choices, he admits.

"I used to have an obsession with football kits too. And with the choice of textiles, design and layout of the kits. It was something I loved to do. I would love to design a major team's football kit one day," Sher says, "even though I don't watch sport!"

Design was, however, not the first stop on Sher's career path. He first qualified as a chartered accountant to set himself up in the business world.

"I didn't have the guts to think about what I really wanted to do when I left school," he says. "So I chose to study something that would provide me with a solid foundational understanding of business." And that it did.

Blending his love of streetwear and glamour, Daniel Sher's journey with his brand Good Good Good proves a telling journey for ethically sourced fashion

But design was always there. In 2010, during his third year of studies, he took his first few steps in the fashion business.

It came about through love. He met Paige Smith, who would later become his wife. At the time she had been running a fashion brand from her mother's cut, make and trim factory.

In 2012, the couple founded a menswear label called me.plus.one. The brand was built around the concept of collaboration, where the Shers ("me") would find ways of creating together with other brands ("plus one").

Completing his studies and running a fashion business on the side became too much, so Sher shut down me.plus.one.

Not only did it give him time to complete his degree, it also gave him much-needed space to refocus his fashion efforts.

"I have been fascinated with streetwear, good-quality garments, and international clothing brands for as long as I can remember. I have become deeply fascinated with the culture surrounding streetwear and the cultural and social statement that one can make with a well-executed graphic t-shirt," Sher says. And so the Cape Town-based streetwear brand Good Good Good was born in 2016.

What makes Good Good Good such a great a name for this hip and colourful brand? Sher wanted it to be a testament to the greatness of the clothing's quality. The trio of "goods" represent the three drivers that have become integral to the design house: "good manufacturing, good textiles and good designs".

"I also wanted the name to be something that rolled off the tongue, that people could easily remember, that felt good to say — and was nice to look at," Sher says.

The print-heavy brand is never shy to use colour in playful prints and motifs, and the current collection is all about the boxy silhouette. "Good Good Good is fucking comfortable and always sprinkled with a touch of humour," Sher says.

The fashion might be all fun in terms of looks, but the Good Good Good brand is also quite serious — especially when it comes to its dedication to ethical practices and limiting its carbon footprint.

T-shirts are made of 100% South African cotton, and luxury products are mostly made from textiles milled at Mungo in Plettenberg Bay.

"We have a special relationship with Mungo," Sher says, "and we view the brand as an integral part of our own." The relationship is set to continue, with the two brands planning to collaborate on a homeware and lifestyle range in the near future.

Sher says they're carefully growing the brand's supplier network too, and are currently in conversation with a weaving society in the Eastern Cape.

Good Good Good also upcycles and reuses fabrics, a practice that has led to patchwork details being incorporated into some of the garments.

"All our textiles make their way to our 25-year-old family factory in Maitland, Cape Town, where Paige and I and our team of seven put our hearts and souls into producing every garment."

It's the polar opposite of mass-produced fashion — which relies heavily on sourcing cheap fabric and labour from wherever in the world, no matter how far away — which is why Good Good Good also takes pre-orders.

The brand also shares the love. "We offer fabric-sourcing services to other South African brands," Sher says. "In doing so, we are reducing the carbon footprint attached to their products."

Look out for the relaunch of the Good Good Good online store (goodgoodgood.co.za). And who knows, perhaps a bricks-and-mortar store in Cape Town soon? Sher's keeping his fingers crossed.