

DESTINATION GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel Asean on their mission to support the growth of social entrepreneurship.



New Look

For all fans who have been asking if you can shop our Destination: GOOD social enterprise selections online, we heard you! On the occasion of our eighth anniversary this month, we bring you the **destinationgood.com** web store – where you can shop our full range of over 800 ethically-made

products by more than 40 social enterprises in Asean.

Since our humble start as a pop-up store at Kuala Lumpur International Airport 2 (klia2) in 2017, we have doubled the number of products, and can now ship to you almost anywhere in the world if you are unable to visit our flagship store @REXKL, 80 Jalan Sultan, Kuala Lumpur. Here are several new labels that keep our shelves fresh and exciting.

GOOD/jahat/ The ongoing collaboration between AirAsia Foundation and Malaysia’s Projek Jahat takes a naughty turn with leather accessories – made 100 per cent from upcycled AirAsia aircraft seat leather.

Yasminida Bali This eponymous label – started by a big-hearted social entrepreneur to eliminate single-use plastics – now employs over 40 people to produce sustainably-sourced bamboo cutlery and straw sets.

Shop Jiwa Indonesian bipolar artist Vindy Ariella launched this apparel and artistic merchandise brand to give form to her condition and bring awareness to the challenges faced by people living with mental health conditions.

Mekong Crafts The brainchild of Saigon-native Ruby Truong, this label helps farming households earn a supplementary income from homewares and accessories made from biodegradable lepironia grass.

What’s a ‘social enterprise’?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services

AirAsia Foundation is an ASEAN accredited civil society organisation.



Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to **foundation@airasia.com**

Good Vibes

Yap Mun Ching celebrates Destination: GOOD’s anniversary with a new look and exciting ventures.



If you are a regular reader, you may have noticed some changes to this page. We are celebrating the foundation’s birthday with a new look for our Destination: GOOD brand.

‘Destination: GOOD’ started as a tagline on **airasiafoundation.com** before evolving into something bigger. Today, other than the name of our social enterprise stores, it is also the title of our short films, workshops and sustainable wear.

Over time, I have thought of changing it to something shorter and catchier. However, no one, least of all myself, has been able to come up with an alternative that so wholly captures what the foundation is all about.

‘Destination: GOOD’ has become our essence as we continue on our journey to do better business. With the makeover, our work will also be getting an upgrade. Look out for our upcoming social enterprise study tour, and a fresh take on sharing the stories of our social enterprise partners.



Weaves of Tradition

Six months ago, Borneo craftswomen Mery Gandais and Raini Mapura were in Kuala Lumpur to present a weaving workshop at AirAsia Foundation’s Made-in-Malaysia Festival, and they brought along samples of bamboo patterned panels made by their friends back home. These fine examples of traditional Murut weaves are now available exclusively at Destination: GOOD @REXKL. Style your home with our framed or unframed options, priced from MYR35 (approx. USD9).



1. AirAsia cabin crew Nuramalina Ghakashah styles Shop Jiwa’s Daily Fears scarf and a GOOD/jahat/ chain leather bracelet.
2. Destination: GOOD volunteers at the Arts in the Park 2014 festival held at Perdana Botanical Garden, Kuala Lumpur
3. Each Murut weave panel measures approximately 34cm (W) by 27cm (H) – available in multiple motifs