



Press Release

REDRESS PUTS BETTER FASHION OPTIONS ON THE HONG KONG MAP

ENVIRONMENTAL NGO TO HOST MULTIPLE EVENTS DURING 'HONG KONG IN FASHION 2016' AND 'CENTRESTAGE 2016' TO MAINSTREAM SUSTAINABLE FASHION

4 August 2016 – Hong Kong – Environmental NGO, Redress, is calling fashion lovers across Hong Kong to join in their citywide series of sustainable fashion focused events this September to coincide with HKTDC's 'Hong Kong in Fashion 2016' and 'CENTRESTAGE 2016'.

The month-long calendar of activities encourages the public to *redress* their relationship with their clothes and to cut waste out of fashion, offering Hong Kongers multiple ways to get involved: a public clothing drive to collect consumers' unwanted clothes, a series of secondhand pop-up shops around town to give consumers an easy access to stylish pre-loved clothing, a free-to-attend panel discussion about the latest industry trends in sustainable fashion, and last but not least a screening of Redress' new documentary, Frontline Fashion to see the developments from young designers' perspectives. Redress will also be taking this opportunity to showcase some of the city's most promising sustainable emerging designers as part of Hong Kong's new fashion event 'CENTRESTAGE 2016.'

Christina Dean, Founder of Redress, said, "Around the world, September is a big month for fashion as the new trends roll off the runway, from New York to London, and into consumers closets. With Hong Kong now celebrating fashion this September, we want to inspire consumers that fashion - which comes from the second biggest polluting industry - can be more sustainable without compromise in style. We want consumers to fall in love with better fashion."

Overview of Redress events:

Date	Event
27 August – 11 September	"Get Redressed" Clothing Drive at Caelum Greene
7 – 9 September	"Get Redressed" Pop-up Shop at PizzaExpress, Wan Chai
7 – 10 September	The EcoChic Design Award Alumni Showcase at CENTRESTAGE 2016
9 September	Redress Panel Discussion at CENTRESTAGE 2016
21 September	"Frontline Fashion" Documentary Screening at The Annex
23 – 30 September	"Get Redressed" Pop-up Shop at KONG Gallery
1 – 30 September	Fundraising throughout the month of September with Pacific Coffee

Please see appendix for full schedule of events.

High-resolution images available for download here:

<https://www.dropbox.com/sh/u267rm6ktug5gnx/AAAbiPXHtmuEWSf4vRK3Aiqia?dl=0>

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About Redress (www.redress.com.hk)

Redress is an environmental NGO working to reduce waste in the fashion industry. They achieve this through a variety of programmes, initiatives and campaigns. Redress aims to enhance, educate and enable the adoption of a more sustainable fashion industry that helps to minimise the negative and maximise the positive impacts of the fashion industry on society and the environment. Collectively, Redress collaborates with a wide range of stakeholders, including fashion designers, textile and garment manufacturers, brands and retailers, schools and universities, private sector organisations, multilateral organisations, governments, NGOs, media organisations and consumers.

About The EcoChic Design Award (www.ecochicdesignaward.com)

The EcoChic Design Award is a sustainable fashion design competition inspiring emerging fashion designers and students to create high-appeal clothing with minimal textile waste. Designers are educated with the theory and techniques to enable them to create high appeal clothing via the sustainable design techniques of zero-waste, up-cycling and reconstruction, and they are inspired to source textile waste for their collections. The competition puts emerging sustainable design talent in the spotlight, creating a platform for the next generation of designers to cut waste out of fashion. The inaugural The EcoChic Design Award was launched in Hong Kong in 2011 and previous cycles include Hong Kong 2012, China 2012 and the 2013 and 2014/15 cycles, which were open to eight and ten regions across Asia and Europe respectively. The 2015/16 cycle is the first cycle that is open to designers in all of Asia and Europe.

Venue	Date	Time	Event	Description
Caelum Greene G/F-1F, 90-92 Hollywood Road, Central	27 August – 11 September 2016	Mon – Fri: 11am-8pm Sat – Sun: 10am-7pm	“Get Redressed” Clothing Drive	This clothing Drive will give unwanted clothes a second life and reduce clothing waste and bring benefit to local environmental and social charities. Anyone can join by dropping their unwanted clothes off at the Caelum Greene store.
PizzaExpress Wing Fung Street, Wan Chai	7 – 9 September 2016	11.30am – 9pm	“Get Redressed” Pop-up Shop	Redress is hosting their ever-popular secondhand clothing pop-up shop with long-standing partner, PizzaExpress once again. Consumers can shop pre-loved clothes and accessories with all proceeds going to the charity. An impressive range of luxury brands to quality high-street brands will be available at great prices starting at HKD50 upwards. Redress will only be accepting payment by cash and cheques. Remember to bring your own shopping bag!
KONG Gallery 3 Staunton St, Central	23 – 30 September 2016	10am – 6pm	“Get Redressed” Pop-up Shop	The “Get Redressed” Pop-up Shop will then be travelling to KONG gallery with replenished stocks. You’ll be sure to find a new and impressive range of luxury brands at great prices to quality high-street brands.
CENTRESTAGE 2016 Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai	9 September 2016	11:30 – 12:30pm	Redress Panel Discussion at CENTRESTAGE 2016	Redress will be hosting a panel discussion to inspire industry professionals and organisations to push the development of a more sustainable fashion industry.
CENTRESTAGE 2016 Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai	7 – 10 September 2016	Wed: 10:00am – 6:00pm Thur – Fri: 9:30am – 6:00pm Sat: 9:30am – 5:00pm (Open to public)	The EcoChic Design Award Alumni Showcase at CENTRESTAGE 2016	Redress will present four talented emerging designers, The EcoChic Design Award Alumni, to show their sustainable fashion brands at HKTDC’s CENTRESTAGE 2016. Alumni brands Alex Leau, Angus Tsui, Classics Anew and Wan & Wong Fashion have been selected for their impressive development since competing in The EcoChic Design Award. In line with Redress’ mission, each of their collections are textile waste-reducing and are designed using one or a combination of the sustainable design techniques of zero-waste, up-cycling and reconstruction. This event will be open to public on September 10.



<p>The Annex Hong Kong Unit 6, 2/F, Nan Fung Place, 173 Des Voeux Road, Central</p>	<p>21 September 2016</p>	<p>3pm</p>	<p>“Frontline Fashion” Documentary Screening</p>	<p>Redress will be hosting the screening of Frontline Fashion, the environmental NGO’s first feature-length documentary following 10 talented emerging fashion designers determined to change the future of fashion.</p> <p>The documentary follows the designers as they descend into Hong Kong for the world’s biggest sustainable fashion design competition, The EcoChic Design Award and explore opportunities for reducing waste.</p> <p>Watch the full trailer here: https://www.youtube.com/watch?v=34azHhU0Qi0</p>
<p>Pacific Coffee – Multiple locations</p>	<p>1 – 30 September 2016</p>	<p>All day</p>	<p>Fundraising with Pacific Coffee</p>	<p>Pacific Coffee regularly supports educational, social, and arts organizations in Hong Kong and Redress is excited to be next charity beneficiary partner.</p> <p>Throughout September, Pacific Coffee will be accepting cash donations on behalf of Redress at till point collection boxes in all Hong Kong coffeehouses. All donations will go to reducing textile waste in the fashion industry through designer, consumer and industry engagements.</p>