



PRESS RELEASE

REDRESS DESIGN AWARD 2021 NOW OPEN FOR ENTRIES

World's largest sustainable fashion design competition announces over USD\$10,000 in prizes plus a new edition of its online circular design course

[12 January 2021, Hong Kong] - Leading sustainability NGO Redress opened the highly anticipated 2021 cycle of the Redress Design Award, the renowned global sustainable fashion design competition, now in its 11th cycle. With lead sponsorship from Create Hong Kong of the Government of the Hong Kong Special Administrative Region, Redress continues to propel collective effort to reduce global waste in the fashion industry. This cycle's prizes include US\$10,000 (HK\$80,000) in development funding, and bespoke mentorships with world-renowned sustainable fashion experts.

Additionally, the Redress Design Award 2021 kicks off with an exciting new edition of its Pathway Course, a tailored circular and sustainable fashion design curriculum free to all designers and now open for registration. The 4-session digital course complements Redress' open-access LEARN platform, which supports emerging designers on a global scale with regularly-updated content on the latest sustainable design practices, with key guides now available in 5 languages.

Educating emerging designers on sustainable design theories and techniques is core to the Redress Design Award programme and its mission to drive growth towards a circular fashion system.

Redress Founder and Board Chair, Christina Dean said, "We must shift education urgently if we are to transform the fashion industry which, post-Covid, is rebuilding itself with sustainability at the centre. Now is the time to act. The industry is screaming for knowledgeable professionals to enter the market with ideas, techniques and creativity that can steer fashion through crisis and onto something more meaningful."

In addition to CreateHK, sponsors of this year's Redress Design Award include key industry leaders TAL Group and Avery Dennison, all of whom complement Redress' mission through their commitment to a more sustainable industry.





EXPLORING HYPERLOCAL DESIGN SOLUTIONS AT WASTE HOTSPOTS

As part of an opening event, marking the Redress Design Award 2021 cycle, Redress hosted a timely panel discussion on the emergence of hyperlocal design and manufacturing solutions in response to waste hotspots. Global experts weighed in on the changing landscape of sustainable design and, with it, the diversification of design and emergence of such solutions. The panelists, representing various industry sectors were Christina Dean, Founder and Chair of Redress, Grace Lant, Redress Design Award alumna and Co-founder of Love From Blue, Nin Castle, Co-Founder of Recycling and Remanufacturing Lead at Reverse Resources, and Ammy Ninkamhang, CEO of, Stellapop.

“Many inspiring designers and brands are completely dedicated to reducing textile waste. Creating meaningful products that tackle existing waste, right where it is, requires dedication, investigation and collaboration. We are increasingly seeing successful hyperlocal solutions that are win:wins for designers and industry - and the planet,” said Christina Dean.

The Redress Design Award 2021 Prizes

Along with a strong educational focus (with over 50,000 individuals reached to date), the Redress Design Award rewards the best with career-changing prizes to maximise long-term impact and propel careers in sustainable fashion design forward. **This cycle, winners will enjoy a share of a USD \$10,000 development fund** to support the development of their brand or career. **All ten finalists will receive mentorships** with leading fashion industry professionals and join an in-depth, educational journey including hands-on industry experiences, exclusive masterclasses and sustainable design challenges while in Hong Kong for the Grand Final.

The online application for the Redress Design Award 2021 is now open until 15 March 2021 to emerging designers with less than four years' experience. 30 semi-finalists will be announced on 22 April and then the 10 finalists, who will show their collections in Hong Kong, on 13 May. Winners will be announced at the livestreamed Grand Final Show in early September 2021.

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High-resolution images available for download [here](#).

Watch the Redress Design Award 2021 launch event and panel discussion [here](#).

Editor's Notes

- Emerging designers can apply to the Redress Design Award 2021 at: www.redressdesignaward.com/2021/apply
- The 2021 International Judges include Orsola de Castro (Fashion Designer, Co-founder of Estethica & Co-founder of Fashion Revolution), Desiree Au (Founding Publisher of Vogue Hong Kong), Angus Tsui (Creative Director, ANGUS TSUI and Alumnus, Redress Design Award), Kriti Tula (Co-Founder and Creative Director, Doodlage), Queenie Yang (BoF China Editorial Director, The Business of Fashion), Olga Johnston Antonova (Founder, Redshift in Fashion, Educator, Journalist)



- Registration for the Redress Design Award Pathway Course closes on 26 January 2021, with applicants to the competition having access until the 15 March closing date - www.redressdesignaward.com/learn/pathway-course.
- Visit the Redress Design Award LEARN platform www.redressdesignaward.com/learn for resources on circular design strategies and how to source and market sustainable fashion. All content in English, Simplified and Traditional Chinese, and select materials available in French and Russian.
- Find out about our Sustainable Fashion Educator Pack at www.redressdesignaward.com/educatorpack.
- Key Redress Design Award 2021 sponsors include: Create Hong Kong (Lead Sponsor), UPS, TAL Group and Avery Dennison. Other partners: www.redressdesignaward.com/partners.

About Redress (www.redress.com.hk)

Redress is a pioneering environmental charity working to prevent and transform textile waste in the fashion industry. Its dynamic programmes work to minimise the negative impacts of fashion, whilst promoting innovative new models and driving growth towards a more sustainable industry via the circular economy. Working directly with a wide range of stakeholders, including designers, manufacturers, brands, educational bodies, government and consumers, Redress aims to create lasting environmental change in fashion.

The Redress Design Award is the world's largest sustainable fashion design competition working to educate emerging fashion designers around the world about sustainable design theories and techniques in order to drive the shift towards a circular fashion system. By putting sustainable design talent in the global spotlight, the competition creates a unique platform for passionate and talented fashion game-changers to transform the global fashion industry and rewards the best with career-changing prizes to maximise long-term impact. Create Hong Kong of the Government of the Hong Kong Special Administrative Region is the Lead Sponsor of the Redress Design Award. www.redressdesignaward.com

About the Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK has sponsored the Redress Design Award (formerly the EcoChic Design Award) since 2011 to promote Hong Kong's fashion design.

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