



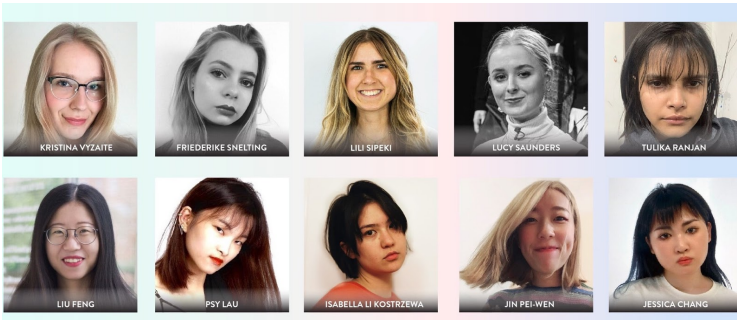
REDRESS DESIGN AWARD

FOR IMMEDIATE RELEASE

REDRESS DESIGN AWARD 2021 FINALISTS ANNOUNCED AS COMPETITION HEATS UP TO FIND TIMBERLAND DESIGN COLLABORATION WINNER

10 designers secure their spot in Grand Final to transform waste into want as the next generation of talents vie for prize with Timberland and amplify emerging designers' positive impact

[13 May 2021, Hong Kong] – Redress, the environmental NGO working to reduce fashion's waste, announces the 10 Redress Design Award 2021 Finalists whose textile-waste-reducing designs catapulted them to become finalists of the world's largest sustainable fashion design competition, which is supported by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region as the lead sponsor. The finalists, shortlisted from over 550 applications received from 58 countries and regions, impressed the influential judges and will now bring their application concepts to life, ready for the grand final show on 11 September 2021 in Hong Kong, where the winners will be announced.



Christina Dean, Founder and Chair of Redress, says, "Collaborating with CreateHK and other industry partners, like Timberland, is vital to achieve the Redress Design Award's mission - to educate emerging fashion designers to drive the circular fashion system - and to ensure that emerging designers' creativity and commitment are nurtured. As a fashion eco-system of industry and consumers, we must create a path for all fashion professionals to stop fashion's negative impacts in its tracks."

Textile waste is a global environmental and economic problem. Already, every second, the equivalent of one rubbish truck of textiles is landfilled or burned globally. This is set to worsen, with global textile waste estimated to increase by about 60% between 2015 and 2030⁽¹⁾.

Fashion designers are key to reducing textile waste through how they design and source. This year's finalists used a wide range of sustainable design approaches that tackle industry waste, like end-of-rolls or samples, and consumer waste, like suits and uniforms. Some designers even ventured into unusual waste streams like damaged camping equipment and old sailing flags. Collectively, their works demonstrate the power that designers have to transform waste.

Christophe Degoix, International Judge and Chief Operating Officer of TAL Group, one of the world's leading apparel manufacturers, says "Promoting sustainable products is critical to the future of the apparel industry and these young designers across the world are showing us the way."

The Redress Design Award 2021 Finalists are:

- [Jessica Chang, Taiwan](#)
- [Jin Pei-Wen, Taiwan](#)
- [Isabella Li Kostrzewa, United States of America](#)
- [Psy Lau, Hong Kong](#)
- [Liu Feng, Mainland China](#)
- [Tulika Ranjan, India](#)
- [Lucy Saunders, United Kingdom](#)
- [Lili Sipeki, United Kingdom](#)
- [Friederike Snelting, Germany](#)
- [Kristina Vyzaitė, United Kingdom](#)

PRIZES TO PROPEL INDUSTRY INNOVATION AND COLLABORATION

The Redress Design Award 2021 First Prize Winner will join VF Corporation's (VF) **Timberland** team for a career-changing collaboration on a design project. Working closely with the VF Sustainability & Responsibility team, they will ensure that materials and design strategies maximise sustainability, and will gain exciting insights from across the supply chain from sourcing to product development, while deepening their skills and understanding around sustainable production and marketing. The first prize winner will also receive a development fund of HK\$50,000 (US\$6,400), two high-performance **JUKI** machines and a **Bloomsbury** Fashion Central subscription.

The Redress Design Award 2021 Runner-up will receive a tailored mentorship with distinguished sustainable fashion designer and competition judge, **Orsola de Castro**. Widely regarded as one of the most influential figures in sustainable fashion, Orsola has nurtured many of the pioneering names in sustainable fashion from their early designs through to their established brands. This mentorship opportunity will prepare this winner for the competitive market of attracting fashion buyers and media, and ultimately securing success.

PUBLIC VOTE FOR ONE OF THE FINALISTS

This year, for the first time in the competition's 11 year history, the public were instrumental in selecting one of the 10 finalists who was fast tracked to the Redress Design Award Grand Final. The winner of the People's Choice Award 2021, Tulika Ranjan of India, will present her collection alongside the nine other emerging sustainable fashion talents at the Grand Final Show to be held in Hong Kong in September 2021.

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Download high-res images:

<https://www.dropbox.com/sh/culzxtal5bpiqab/AAAiryvdguQ0c8YP7LrxbQfia?dl=0>

Editor's notes:

- Read more about the Redress Design Award 2021 finalists at <https://www.redressdesignaward.com/finalists>
- The Redress Design Award 2021 International Judges are Orsola De Castro, Fashion Designer, Global Creative Director and Co-founder, Fashion Revolution; Desiree Au, Founding Publisher of Vogue Hong Kong; Angus Tsui, Creative Director, ANGUS TSUI and Alumnus, Redress Design Award; Cecilie Thorsmark, CEO, Copenhagen Fashion Week; Mahmoud Salahy, Vice President & Managing Director, Timberland APAC; Sean Cady, Vice President, Global Sustainability, Responsibility and Trade, VF Corporation; Jeannie Renné-malone, Vice President, Global Sustainability, VF Corporation; and Christophe Degoix, Chief Operating Officer, TAL Apparel Ltd.
- The Redress Design Award 2021 was open to emerging designers and students with less than four years' professional experience from around the globe, focusing on womenswear and menswear fashion design.

- The Redress Design Award is run by environmental NGO, Redress, and supported by Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor. Other key partners include VF Corporation, TAL Group, UPS, and Avery Dennison.
- The Redress Design Award 2021 Runner-Up will also receive a development fund of HK15,000 (US\$,1,900), a JUKI machine and a selection of Bloomsbury books. All 10 finalists will have their designs shot in Hong Kong by a renowned photographer and styled by an influential stylist, and showcased in the competition's international exhibition. Each of them will also receive a two-hour mentorship under a sustainable fashion expert to help them develop their future career. Full details of the Redress Design Award 2021 prizes at <https://www.redressdesignaward.com/2021/prizes>
- Statistic (1) source: Ellen Macarthur Foundation (2017), A New Textiles Economy: Redesigning Fashion's Future

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 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 been sponsoring the Redress Design Award (formerly the EcoChic Design Award) since 2011 to promote Hong Kong's fashion design.

*Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communication and Technology Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.