



PRESS RELEASE

**DRIVING CIRCULARITY IN FASHION THROUGH EDUCATION**  
**2021 edition of open-access Redress Design Award Pathway Course**  
**now opens for registration**

[10th December 2020, Hong Kong] Organised by environmental NGO Redress with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor, the world's largest sustainable fashion design competition, the Redress Design Award proudly celebrates a decade of education to drive circularity in the fashion system with a report on its educational impact, including some 50,000 individuals reached through its activities across the years.

The Redress Design Award additionally kicks off its 2021 competition cycle with an exciting new edition of its Pathway Course, a two-week circular and sustainable fashion design curriculum free to all designers and now open for registration.

Redress Founder Christina Dean notes, "The Redress Design Award is recognised for identifying talent and producing a global pool of sustainably-minded designers, yet the backbone of this programme is actually its extensive educational platform, which reaches thousands more designers than the star finalists that the world gets to see. We know that a shift in education is critical to transforming the fashion industry: without knowledgeable professionals entering the market, a sustainable future for fashion has a tougher challenge."

For the 2021 award cycle, the Redress Design Award welcomes new Education Partner Avery Dennison, who will provide key expertise to audiences across a range of activities on technology's role in developing solutions for circular fashion.

**OPEN-ACCESS CIRCULAR DESIGN COURSE LAUNCHES SECOND EDITION**

Following the success of its 2020 launch, the Redress Design Award 2021 Pathway Course is the second edition of the competition's informative online short curriculum. Created to support emerging designers in deepening their knowledge of circular fashion design strategies and techniques, this informative course aims to give them an edge in both the Redress Design Award competition and the fast-changing fashion industry.

Free and open to all, the Redress Design Award Pathway Course is divided into four one-hour sessions across a two-week schedule, 15th - 26th January 2021. Each session is rich in practical tips and delivered by leading industry experts from, among others, the Hong Kong Research Institute of Textile and Apparel, Fashion For Good, Avery Dennison, SGS, and Browzwear. The educational content spans a range of circular design topics, from designing for low waste, sourcing and manufacturing, to harnessing innovation.



## CELEBRATING ACHIEVEMENTS IN EDUCATION

The Education Impact Report reflects on the critical work that the Redress Design Award has delivered across the last 10 cycles. Working to equip the next generation of fashion professionals with the knowledge and tools to transform the fashion industry, the education facet of the award programme is core to its success. As such, designers in more than 55 countries and regions have benefitted from the Award's various levels of engagement, from self-led learning via open-access resources, to tailored workshops, academies and immersive industry experiences.

The unique approach of the programme has led to many extended opportunities for educational impact, including close relationships with selected universities to deliver content directly to students across the globe; consultations with IFA Paris (France) and the Hong Kong Polytechnic University (Hong Kong) on Fashion Sustainability curricula; and the integration of educational content into courses at multiple academic institutions.

The 2021 Redress Design Award Pathway Course starts on 15th January.

REGISTER HERE before 26th January to benefit from course content:

[www.redressdesignaward.com/redress-design-award-pathway-course](http://www.redressdesignaward.com/redress-design-award-pathway-course)

- ENDS -

### Media Enquiries

Danie Liu - PR & Marketing Assistant

Email: [danie@redress.com.hk](mailto:danie@redress.com.hk)

Tel: +852 9589 2550

### Editors Notes

- In addition to the Lead Sponsor, Create Hong Kong of the Government of the Hong Kong Special Administrative Region, Key Education Sponsors of the Redress Design Award include Crystal Group International, VF Corporation, Avery Dennison and TAL Apparel
- The Redress Design Award enjoys partnership with over 140 colleges, universities and institutions around the world
- Download key education resources for designers at [www.redressdesignaward.com/LEARN](http://www.redressdesignaward.com/LEARN) and for educators at [www.redressdesignaward.com/educatorpack](http://www.redressdesignaward.com/educatorpack)
- Read the Redress Design Award Education Impact Report here: [www.redressdesignaward.com/news/2020/12/10/a-decade-of-education](http://www.redressdesignaward.com/news/2020/12/10/a-decade-of-education)



**About Redress** ([www.redress.com.hk](http://www.redress.com.hk))

Redress is a pioneering environmental charity working to prevent and transform textile waste in the fashion industry. They achieve this through a variety of dynamic programmes which 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.

**About the Redress Design Award** ([www.redressdesignaward.com](http://www.redressdesignaward.com))

Organised by Redress, 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 growth 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.

**About Create Hong Kong** ([www.createhk.gov.hk](http://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.

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 Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.