



REDRESS

FOR IMMEDIATE RELEASE

GET REDRESSED MONTH TO RAISE CONSUMER AWARENESS ON CLOTHING WASTE BY INSPIRING ACTION

Hong Kongers are invited to supporting secondhand fashion with a citywide clothing drive, 24-hour volunteer sorting event, and pop-up shop

[21 September 2022, Hong Kong] – Redress, the pioneering environmental NGO with a mission to educate and empower consumers and the fashion industry to reduce clothing's negative environmental impact, is returning with its annual consumer campaign, Get Redressed Month, this October.

With around 170 tonnes of unwanted clothing sent to landfills daily in Hong Kong, equivalent in weight to around 1.2 million T-shirts (1), comes a great need to address such waste. Redress is committed to challenging consumer behaviours by raising awareness and inspiring action with the Get Redressed Month campaign, now in its fifth year running.

Get Redressed Month invites Hong Kongers to take a look inside their closets and consider how they can reuse, rewear, and recycle their clothes. It is a chance to discover, and participate in, the positive power of fashion – to 'love what's been loved' by giving clothes a new life.

Through educational activities, the campaign seeks to discourage overconsumption and empower the Hong Kong community to adopt sustainable habits such as keeping clothing in use longer and shopping secondhand. In 2021, the campaign celebrated record-breaking numbers, including collecting 20.5 tonnes of clothing in October alone and partnering with a total of 136 companies, schools, and retailers (2).

All are invited to participate in the following campaign activities this fall:

Get Redressed Clothing Drive: Support Hong Kong's largest annual clothing drive by dropping your unwanted clothing and accessories in one of the many collection boxes across the city, with extra locations available during October. Locations and details are listed at <https://www.redress.com.hk/getredressed/2022>.

Sort-a-thon: On November 4, 5 and 7, dozens of corporate and community teams will join Redress to help sort all of the clothing collected during the Get Redressed Clothing Drive for redistribution to local charity partners, resale in our secondhand pop-up, or recycling. Organisations are encouraged to contact Cristina McLauchlan, Redress' Circular Fashion Campaign Manager, at clm@redress.com.hk to register a team.

Get Redressed #ShopSecondhand Pop-up: The most popular event on the Redress calendar returns this fall, with a curated selection of the best clothing from the Get Redressed Clothing Drive. Hong Kongers can support the initiative by gifting their unwanted yet good-quality clothing during October, and by visiting the pop-up in 12/F PCCW Tower in Taikoo Place on November 18–23 to purchase unique fashion finds. Sales from the event go to support the work of Redress.

To learn more about Get Redressed Month activities, visit: redress.com.hk/getredressed/2022

Redress is grateful to all our partners who help make this campaign possible. Thank you to our major sponsor Swire Properties Limited, as well as Crystal International Group Limited, Lidl, KPMG, Walkers, Avery Dennison, our logistics sponsors RedBox and Li & Fung, and F&B sponsor PizzaExpress.

- ENDS -

Media Enquiries

Shirley A. Wong - Communications Manager
Email: shirleyaun@redress.com.hk
Tel: +852 9257 0778

Helaina Chow - PR and Digital Marketing Associate
Email: helaina@redress.com.hk
Tel +852 2861 0360

Editor's Notes

- (1) Source: Redress (2021), Why should we get Redressed?
- (2) Source: Redress (2021), Get Redressed Month 2021 Impact Report
- Learn more about the environmental impact of a garment's lifecycle with the Carbon Calculator from Crystal International Group Limited at [MyBluPrintcal.com](https://mybluprintcal.com).
- Participating organisations in Get Redressed Month 2022 can be viewed [here](#).

About Redress (www.redress.com.hk)

Redress is a pioneering Hong Kong based environmental charity with a mission to educate and empower the fashion industry and consumers to reduce clothing's negative environmental impact by shifting to circular solutions. Our education programme focuses on educating consumers in Hong Kong of all ages about their fashion footprint and empowering them to drive change through circular solutions like buying more responsibly, giving away clothes for reuse, or shopping secondhand.