



REDRESS

ANNUAL IMPACT REPORT 2021



A NOTE FROM OUR FOUNDER

If 2020 was the year that Covid shocked our world into a troubled standstill, 2021 was the year we all started adapting to a new world norm, still characterised by disruptions, uncertainty and, let's face it, chaos.

Like others, Redress changed gears to bring our work into a hybrid world, mixing virtual and physical events and campaigns together in new formats whilst never diluting our resolve to reduce fashion's negative impacts.

In fact, 2021 proved to be a huge year for collecting the local Hong Kong public's unwanted clothing excess, working in partnership with fashion retailers. Despite ever-changing social restrictions, our used-clothes Takeback programme shot up from having two to 38 collection points in 2021, offering more convenient solutions for people wanting to give their unwanted clothes another life. Condemning clothing to landfill has a detrimental impact on the environment, with some fibres taking over 200 years to decompose. Trashing clothing is, for the most part, unnecessary as around 95% of items that are thrown away could still be repaired, reused or recycled. By actively choosing to give their unwanted clothes to Redress, consumers can be confident that discarded items will be carefully sorted and put to good use - rather than wasted.



Whilst this growth in our Takeback programme is a celebration for us — and the environment — what we collect represents only a smidgen of the 170 tonnes of unwanted clothes that are sent to Hong Kong's landfill daily. We have much more work to do, which is where one of our primary projects comes into play: inviting the Hong Kong public to engage with the very mission we live for. In October we successfully executed our largest Get Redressed Month to date, engaging more than 2,500 community members through educational activities and collecting over 20 tonnes of clothing.

Moving back to the design board, where so much of a garment's sustainability is locked in, we celebrate another successful cycle of the Redress Design Award. Our global educational competition supporting the next generation's design toolbox concluded with a thundering runway finale fashion show presented to front row seats at CENTRESTAGE and also to sofas around the world. In keeping with the times, 2021 saw us explore the importance of digital design and deeper industry collaboration, both key developments shaping fashion today.

So as 2021 came to its close — with many of us still feeling relatively fatigued and fearful about the world's changing status quo — we still managed to deliver on our mission, with our chins up about the urgent need to continue fighting for a world free of waste.

As always yours,

Christina Dean

2021

THE YEAR IN REVIEW



FEBRUARY

EXTENDING THE LIFE OF CLOTHING

February saw the first of three notable takeback partnerships formed throughout 2021, with French fashion concept store Rue Madame first to join the fold. In March Inditex Group came aboard, introducing 34 collection points across their brand portfolio, including in Zara, Bershka, Pull & Bear and Massimo Dutti stores. Tommy Hilfiger joined in July, with six Hong Kong locations, bringing the total to 38 collection boxes across Hong Kong. These partnerships helped us to expand the footprint of the programme in Hong Kong and Macau, while maintaining a transparent redistribution process for the public to give their clothing a second life.

JANUARY

EDUCATING EMERGING DESIGN TALENT

In January, we launched our 11th Redress Design Award cycle, with lead sponsorship from CreateHK. The competition, open globally to emerging designers with the drive and passion to transform the fashion industry, saw 500+ applications striving to transform textile waste into commercial collections. In tandem, we launched our second iteration of the Pathway Course, providing in-depth circular fashion design knowledge from industry experts for fashion designers and professionals.





APRIL LOGISTICS TO SUPPORT OUR GROWTH

Our Clothing Takeback programme increased its clout with the confirmation of a strategic partnership with industry heavyweight CN Logistics in April. Logistics forms an essential part of takeback, and this partnership enables us to process larger quantities of clothing with their initial sorting to identify garment condition. In addition, their warehouse space and transportation services more than doubles our processing capacity from 2020 with this critical infrastructure in place.

“Over the last three years, our Takeback programme collected and redistributed approximately 57 tonnes of unwanted clothing, reducing waste to landfill. With resale currently one of the hottest global topics in fashion sustainability, this was the perfect time to open The Redress Closet, for more Hong Kongers to embrace this concept and discover how delightful, affordable, and sustainable secondhand shopping can be.”

Redress Executive Director Nissa Cornish



MARCH SECONDHAND SUCCESS



In early March we hosted our first Get Redressed pop-up of 2021 at The Annex in Nan Fung Place, a hugely successful five days with mens, womens, kidswear and accessories available, and over 3,000 items sold. By shopping secondhand with us (or anywhere in fact) Hongkongers are able to participate directly in contributing to the circular economy and supporting Redress' goal to reduce textile waste going to landfill.



MAY YEAR-ROUND SECONDHAND SHOP!

Following a decade of secondhand pop-ups to reduce clothing waste and raise critical funds, May saw the opening of our first permanent space, open year-round! The Redress Closet offers a wide selection of high quality clothing at accessible prices — from womens and menswear to accessories and bags — on the ground floor of our office location in Sham Shui Po. Since opening, The Redress Closet has helped us to increase our overall clothing sales by over 50%. In addition to bringing Redress a regular funding stream, the store forms a key part of our work to keep clothing in use for longer and encourage consumers to give secondhand a try.



JULY

STUDENT-LED CREATIVITY FOR CHANGE

In July we engaged with 43 Hong Kong teenagers from 18 schools to help us create mission-driven videos which now sit in our ECF Circular Fashion Toolkit, a resource available to teachers and students. During workshops where videos were created, students picked up valuable experience on all elements of a professional production framework, including storyboard development, crew management, directing, simple animation and graphics. These videos form part of a larger project to expand the toolkit, with a comic book and virtual field trip due to be released in early 2022.



ASIA TALENTS LEADING CHANGE

For the first time since being a global competition, the outstanding emerging designers selected by judges to secure the top two prizes were from Asia, with Jessica Chang winning First Prize with global outdoor lifestyle leader Timberland, and Jin Pei-Wen winning the Runner-up Prize Mentorship with Orsola de Castro. Jessica joined the Timberland team to collaborate on an exclusive sustainable design project which will launch for Chinese New Year in 2023. Working with the VF Sustainability and Sourcing team, she also gained valuable insights from across the supply chain, including responsible design and marketing.



SEPTEMBER

SHOWCASING SUSTAINABLE DESIGN TALENT

In September, we were fortunate to revert to a physical event again for our Redress Design Award 2021 Grand Final, held at CENTRESTAGE with over 300 guests and thousands joining us from all over the world via livestream. Our 10 finalists showcased their waste-reducing looks on the runway, and in a first, we featured virtual models alongside physical ones to showcase digital technology, which presents real opportunities to eliminate waste including through digital sampling. In addition, we exhibited the latest collections from six burgeoning brands from our competition alumni, including two from Hong Kong.

"Winning this chance to work with Timberland is a life-changer for me. Entering this complex industry as an emerging designer is daunting because, so often, everywhere we look we see bad news and complexity. We know we can bring change, yet it is hard to magnify our big ideas as start-up designers. The Redress Design Award has given me confidence – we are all in this together to make a positive change!"

**Redress Design Award 2021 First Prize Winner
Jessica Chang**





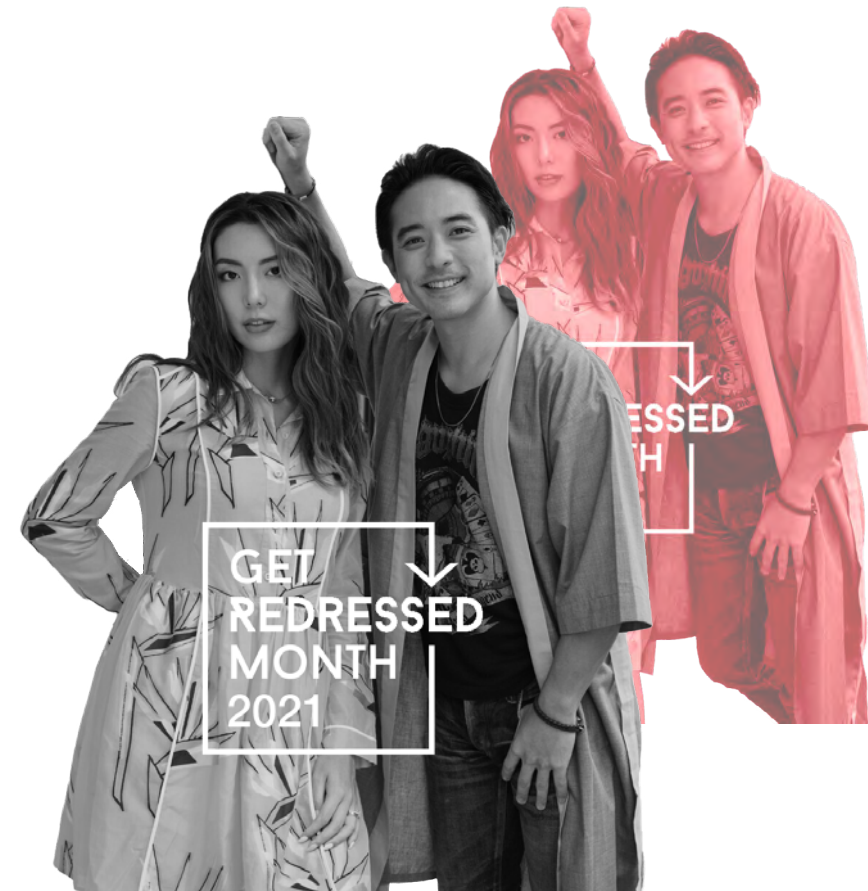
INSPIRING CHANGE

In October, we held our Redress Design Award 2021 Finalists exhibition at Hong Kong's art mall, K11 MUSEA, showcasing to the public the waste-reducing designs from this year's cohort of talent, with additional resources available to learn more about the sustainable techniques used. We also held an online exhibition, showcasing the finalists' virtual designs and demonstrating how digital technologies are providing solutions for cutting textile waste at multiple points in the supply chain, from digital sampling to influencer marketing and even elimination of physical products altogether.

OCTOBER

CAMPAIGN FOOTPRINT BREAKS REDRESS RECORDS

In October we held our fourth annual consumer campaign, Get Redressed Month, encouraging Hongkongers to rethink how they consume, use and dispose of clothing. We were overwhelmed with the outpouring of support the campaign received from a record-breaking total of 136 companies, schools and retailers, with many partners returning for the second, third and even fourth time to take part in the clothing drive, host educational talks, organise Get Redressed Days and run mini secondhand pop-up stores, helping make this the most successful Get Redressed Month to date.





NOVEMBER TACKLING A 20-TONNE CLOTHING MOUNTAIN

2021 also saw the welcome return of our fun-packed Sort-a-thon, a community event held over three days to process the record-breaking 20.5-tonne mountain of clothes collected during Get Redressed Month. We invited corporate and community teams to help sort and redistribute the clothing for resale, reuse and recycling, including donation to 10 local charity partners. Participating teams learned about the impacts of the fashion industry, the work we do at Redress and what we all, as consumers, can do to help. It wasn't all hard work though: participants had the chance to win prizes, shop secondhand and enjoy DJ sets, which kept energy levels high!



SECONDHAND TAKES OFF IN HONG KONG

The final event connected to Get Redressed Month was our pop-up — an essential fundraising event for us, which has faced numerous challenges in the past few years. We hosted a week-long event at Oxford House, Taikoo Place, resulting in our most successful pop-up to date with 4,300 items sold. Foot traffic at The Redress Closet also increased in this period and local schools joined the efforts and hosted their own pop-ups for students!

NOVEMBER

SUPPORTING EMERGING DESIGNERS' SUCCESS

As part of the Redress Design Award programme, we nurture our growing network of talented alumni, providing opportunities for collaboration and support from industry for this group of conscious future fashion leaders as they journey into their careers in responsible fashion. Highlights include:

-Following her win of the Redress Design Award 2021 Alumni Prize with Kipling, Italian alumna, Beatrice Bocconi's collection concept — to transform deadstock fabrics into a collection of four bags inspired by punk culture and Vivienne Westwood — was brought to life by the Kipling team and launched in November across the Asia Pacific region.

-After impressing our expert panel of alumni judges in 2020, which included Vogue Italia's Sara Miano, Polish alumna Pat Guzik won the opportunity to retail her brand on staiy.com, a leading online destination for sustainable shopping, expanding her brand footprint across Europe.

-We hosted two alumni networking events, giving alumni the opportunity to chat and network with experts from across the industry — from marketing, to investment, to sourcing — providing valuable knowledge and contacts for their careers, benefitting 29 individuals.



DECEMBER

FRONTLINE FASHION

In December, our award-winning docu-series Frontline Fashion returned! We joined forces with YouTube sensation and content creator Taylor R, who hosted the show learning about the environmental impacts of fashion as she went and bringing our content to new audiences. She, along with our founder Christina, got to know our 10 talented Redress Design Award finalists from around the world and the inspiration behind their incredible collections.

KEY 2021 ACHIEVEMENTS

EDUCATION



4,000 STUDENTS REACHED THROUGH
46 CIRCULAR FASHION SCHOOL EDUCATION ACTIVITIES
(2,500 ALONE DURING GET REDRESSED MONTH!)

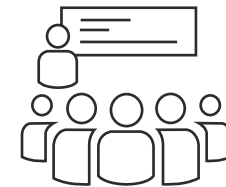
2,805 VISITORS TO OUR ECF
CIRCULAR FASHION TOOLKIT

58 COMMUNITY ACTIVITIES
CONDUCTED



900+ CORPORATE
EMPLOYEES REACHED THROUGH
35 LUNCH & LEARN TALKS AND
VOLUNTEERING DAYS

7,014 DESIGNERS REACHED THROUGH
REDRESS DESIGN AWARD TALKS



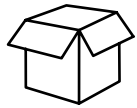
10,408 VISITS TO OUR ONLINE
REDRESS DESIGN AWARD LEARN PLATFORM

999 PEOPLE TOOK THE REDRESS DESIGN AWARD CIRCULAR
FASHION PATHWAY COURSE

KEY 2021 ACHIEVEMENTS

PUBLIC ENGAGEMENT

597,000+ REACHED VIA REDRESS DESIGN
AWARD EXHIBITION AT K11 MUSEA MALL IN HONG KONG



48.1 tonnes of clothing collected through our
Hong Kong Takeback programme

20.5 tonnes collected in October
alone, through our Get Redressed Month
campaign

23,000+ VIEWS OF
THE REDRESS DESIGN AWARD
GRAND FINAL SHOW

567,000+ VIEWS OF
FRONTLINE FASHION



FIND OUT MORE

READ



Explore our latest [Redress Academy case studies](#)



Our Redress Design Award online [Magazine](#)



Our Get Redressed Month [results](#)

WATCH



Our Redress Design Award docu-series [Frontline Fashion 6](#)



[Meet the Redress Design Award 2021 Finalists](#)



The Redress Design Award [Grand Final Show](#)



The Redress Design Award [Digital Exhibition](#)



[ECF Circular Fashion student videos](#)

SUPPORT US & GET INVOLVED

If you are able to give, a [donation](#) is much appreciated to support our work in cutting the waste out of fashion.

To enquire about partnership opportunities with Redress please contact hannah@redress.com.hk

BASED IN HONG KONG?

Donate any unwanted clothing at [these](#) locations.

Fill out a [volunteer form](#) and help us at key events, from the Redress Design Award Grand Final to

Get Redressed pop-ups.

Browse our [career opportunities](#)

Shop secondhand with us at [The Redress Closet](#)

A SPECIAL THANK YOU TO ALL OUR PARTNERS FOR THEIR SUPPORT THROUGHOUT 2021 ACROSS OUR PROGRAMMES:

ADM Capital Foundation, Aesop, Aigle, Athenasia, The Annex, Artsthread, AsiaRay, Association of Fashion and Textile Courses, Avery Dennison, Banyan Workspace, Bloomsbury Publishing, Browzwear, Caelum Greene, CENTRESTAGE, Circular Economy Club, Circular Fashion Summit, CN Logistics, Common Objective, Connected Threads Asia, CreateHK, DBS, Design e rooms, DLA Piper, emmanuel.f, Environment and Conservation Fund, ESRAP, Fashion Clash, Fashion for Good, Fashion Revolution, Fashion Revolution, Fashion United, Fidelity, Fresh Accounting, Geox, Green is the New Black Asia, Global Fashion Exchange, Hecho x Nosotros, Hong Kong Design Centre, Hong Kong Fashion Designers Association, Hong Kong Jockey Club, Hong Kong Makeup Artist, HKTDC, Hula, Inditex Group, Innisburg Charitable Foundation, JCDcaux, Jeeves, JHROP, JP Morgan, JUKI, K11 MUSEA, Kipling, KMPG, KMS, Lenzing, Levis, Li & Fung, Lidl, Mercedes, Mikan by Clementine Sandner, The Mills, The Mills Fabrica, Moonlight, MTR, Nan Fung Group, The Office of the Hon Felix Cheung, OnTheList, Pat Guzik, PizzaExpress, Purple, PWC, Queen of Raw, The R Collective, Rebooked, RedBox Storage, Retykle, Rue Madame, SO Coffee & Gin, Soho House, Staiy, The Sustainable Angle, Sustainable Fashion Business Consortium, Swire Properties, Taiwan Textile Federation, TAL Group, Tencel, TKO Plaza, Tommy Hilfiger, T.Rowe Price, UPS, Urban Spring, VF Corporation, Vestiaire Collective, Vogue HK, The Wild Lot, Zé by Sankuanz.v



ABOUT REDRESS

TEXTILE WASTE - PREVENTION AND TRANSFORMATION

Redress is a pioneering environmental charity working to educate and empower the fashion industry and consumers to reduce clothing's negative environmental impact by shifting to circular solutions. We achieve this in a number of different ways largely driven by two pillars:

WASTE PREVENTION.

We focus on educating and inspiring emerging designers, educators and industry experts. We achieve this via the Redress Design Award programme and the Circular Fashion Programme as well as the lectures, academies and talks we deliver. We create engaging educational material on our Redress Academy and ECF Circular Fashion Education Toolkit, and we support a thriving network of emerging sustainable designers via our Redress Design Award Alumni Network.

WASTE TRANSFORMATION.

We provide consumer solutions for unwanted clothing through our Get Redressed Month and Takeback programme. We provide companies with services for excess garments and workshops for corporations.

