



GET REDRESSED MONTH 2020 IN REVIEW

LET'S REIMAGINE CLOTHING RATHER THAN THROWING IT AWAY

Get Redressed Month 2020 has now come to a close but you can support us in our mission to reduce fashion and textile waste throughout the year. [Click here to find out how you can continue to give us quality used clothing to us.](#) We regularly run workshops and events, if you want to be part of them keep an eye on [our website](#) and [Facebook page](#) for news of what's coming up.

Did you know that two in five Hongkongers only keep clothing for one year or less? 30% of us still throw unwanted clothes in the bin rather than giving them away or donating them. The result of these seemingly harmless actions is having a profoundly negative effect on our planet. Learn about other industry truths in our first commissioned study '[Clothing Consumption, Usage and Disposal Habits in Hong Kong, 2020.](#)'

Every October our Hong Kong-wide campaign works with businesses, schools and the general public to help lessen the impact our wardrobes have on the environment. This year Get Redressed Month 2020 reached more members of the public than ever before via a social media campaign to find Hong Kong's oldest and most treasured items of clothing.

THE HUNT WINNERS

We were utterly overwhelmed by the response to our social media competition to find the oldest clothing in Hong Kong. We loved reading your unique stories of clothing that have stood the test of time! Click below to discover our winners.



WHAT ELSE WE ACHIEVED

From an online denim upcycling workshop designed to help people reimagine their wardrobes, to a panel discussion with our Founder Christina Dean and other key fashion and sustainability leaders, we packed October full of initiatives to help people rethink their relationship with their wardrobe.



VIRTUAL PANEL DISCUSSION. FASHION, SUSTAINABILITY AND COVID

More than 80 people joined our flagship event for Get Redressed Month, a panel discussion moderated by Designer, Content Creator and Sustainability Advocate, Gloria Yu, featuring our founder, Christina Dean, Redress Founder, Lane Crawford COO, Aamira Sakhai and Content Editor at Vogue HK, Alice Riley-Smith.



DENIM UPCYCLING WORKSHOP

Budding embroiders learnt three easy techniques to upcycle old and drab denim via a Saturday zoom session. With industry influencers, and a previous alumni of The Redress Design Award taking part, the interactive workshop encouraged conversations about ways to keep fashion in use for longer.



CLOTHING DRIVE

Our clothing drive is a huge part of Get Redressed Month. This year we partnered with more than 50 shops, restaurants and other public venues to give the public a place to take their unwanted clothes.

JOIN THE CAMPAIGN

Want to be part of Get Redressed Month 2021? We love to partner with companies, schools and people who support our initiatives and goals. **Get in touch** and we'll be in touch with information for next year's campaign.

SEE WHAT WE ACHIEVED IN 2020

GET REDRESSED MONTH 2020

Campaign Impact Report | Prepared by Redress



[READ THE 2020 IMPACT REPORT →](#)

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