

Get Redressed MONTH

Impact Report 2021



Get Redressed Month is an annual campaign that shines a spotlight on the issue of clothing waste. Our signature events encourage Hongkongers to rethink how they consume, use and dispose of clothing. In 2021 companies, clubs, schools and individuals across Hong Kong have chosen to give their unwanted clothes a new life by donating them in Hong Kong's largest clothing drive, and some have gone even further and adapted the way they consume fashion by giving secondhand clothing a try too.

A RECORD BREAKING GET REDRESSED MONTH!

We were delighted to be able to run our three signature events this year: the Get Redressed Clothing Drive, our large-scale clothes-sorting event, the Sort-a-thon, and our secondhand Pop-Up Shop. We were overwhelmed with the outpouring of support the campaign received from companies, schools and retailers, with old partners returning for the second, third and even fourth time; and new school and company recruits taking part in the clothing drive, hosting educational talks, organising Get Redressed Days and even running mini secondhand pop-up stores!

GET REDRESSED CLOTHING DRIVE

With support from 136 partners across 197 locations we collected over 20.5 tonnes of unwanted clothing, equivalent to about 45 grand pianos, 7,000 bricks or 40 polar bears!



SORT-A-THON

Over three days we welcomed 288 corporate and community volunteers who were ready and willing to tackle the giant 20.5 tonne clothing mountain in the middle of Oxford House. Together we sorted over 15 tonnes of clothing and had a lot of fun sorting, dancing and chatting with all of our volunteers. The clothing sorted at the Sort-a-thon has been redistributed for resale, reuse and recycling including donating good quality clothing to 10 local charity partners.



POP-UP SHOPS

It was great to see so many Hong Kongers "give secondhand a try" this Get Redressed Month. We saw a significant increase in foot-traffic to our year-round Sham Shui Po secondhand store, The Redress Closet, and our November Pop-Up Shop was our most successful yet. We loved seeing schools like Kellett School, Japanese International School, Canadian International School, HKUST and Catholic Mission School holding their own mini pop-up shops to get behind the secondhand movement and help to raise funds for Redress.



GET REDRESSED MONTH IN NUMBERS

Clothing Drive



136

Total Organisations Participating



97

Companies & Clubs

39

Schools



197

Clothing Drive Collection Points



20,508^{kg}

Unwanted Clothing Collected

Talks & Events



24

School Talks



2

Secondhand Events



15

Corporate Talks



1

Event Panel

Sort-a-thon



15136.59^{kg}

Weight Sorted



288

Volunteers



27

Volunteer Teams



864

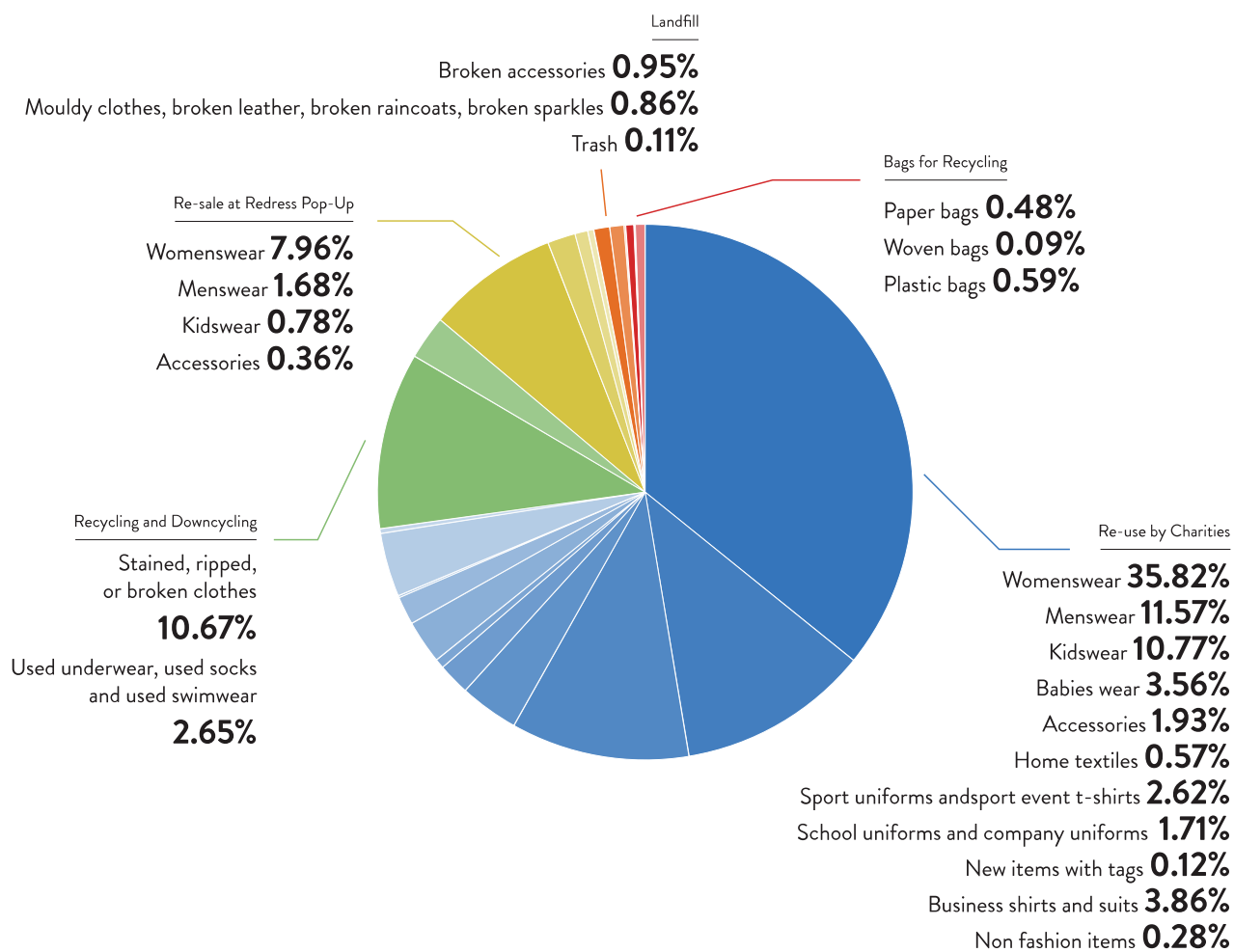
Volunteer Hours



112

Water Bottles Saved
through Urban Spring
Partnership

Sort-a-thon Clothing Redistribution Streams



HUGE THANKS TO OUR SPONSORS

Get Redressed Month 2021 Sponsors

We would like to thank our Get Redressed Month headline sponsors Avery Dennison, KPMG, Lidl, Li & Fung, Pizza Express, RedBox, Swire Properties, The Hong Kong Jockey Club and T.Rowe Price, who have been unwavering in their support and without whom we could not hold this meaningful campaign. We have loved working with you, meeting your staff and seeing the Get Redressed campaign in motion at your offices!



Battling through two T8s, Li and Fung have been our logistical superstars throughout this year's campaign for the third year running. We are hugely grateful for their commitment to our growing campaign with all its moving parts!

Partnering with retailers for our Clothing Drive enabled us to expand our public donation network during the campaign. It brought the campaign greater visibility and reached a new audience who may continue to donate their clothes to Redress in the future. We'd like to thank all our campaign retail partners for joining us this year:



Sort-a-thon 2021 Sponsors



Finding a very large, available and affordable space is one of the trickier challenges of the campaign. Enter Swire Properties who generously offered Redress not one, but two floors in Oxford House to host the Sort-a-thon and Pop-up Shop.

A huge thank you to PizzaExpress who donated vouchers for all the Sort-a-thon participants, Urban Spring, our army of Redress volunteers, mood boosting DJs Gordon Cummings, Ryan Hanson, Abby Yuen and Li Meng, and our photographer Ike Li who captured all the fun and who all helped make our Sort-a-thon a success.

Get Redressed Pop-Up Shop 2021 Sponsors

Finally, we could not have run such a successful pop-up without the help of our retail staff, Redress volunteers, and OnTheList who supplied us with rails, hangers and cashiers.

CAMPAIGN TALES

We have really enjoyed hearing about your campaign stories and pictures on social media and email. It is a wonderful privilege to see the special effort you all go to in order to make your campaigns unique, engaging and informative to staff and students. For us, running this campaign annually is like bringing together a big family reunion and it is exciting to see our family grow organically year on year. So without further ado, here are a few campaign highlights!

The team at Marriott ran a clothing swap in their office





Blooming Buds was our first ever preschool partner to join the campaign this year. Our colleagues Charly and Corane stopped by to help the children turn old t-shirts into tote bags - super cute!

Lookout Redress Pop-up Team! The Canadian International School of Hong Kong can certainly teach us a thing or two about running a pop-up store. The student-led committee organised and ran their own clothing drive and a pop-up with some of the donations received.



Secondhand clothes were flying out the door at the HKUST student-run secondhand pop-up store.

Corane visited MTR headquarters and delivered a campaign kickstarter talk in Cantonese.



We also loved seeing your photos on social media!



SEE YOU IN 2022!

That's it for 2021, we'll be in touch again in Spring next year for the 2022 edition. In the meantime, you can keep up with Redress year-round with the below activities:

Volunteer with Redress

Shop secondhand at The Redress Closet

Donate your unwanted clothes at our year-round locations

Organise a talk for your company or school

Get Redressed Month 2021 Participants

AIGLE
DEPUIS 1853

ANZ

ALLEN & OVERY

EVERY DENNISON

B
BANYAN
WORKSPACE

b
baker Design Group

ESF
BEACON HILL
SCHOOL

Blooming
Blossoms
Primary & Kindergarten

BRUNNEN
BRUNNEN TONGKONG

British
Consulate-General
Hong Kong

BUSINESS
ENVIRONMENT
COUNCIL
商界環保協會

CAMPFIRE

International School
Canton

CENTURY
SUPPLY CHAINS IN SYNC

CH

CIBC

citi

CMMS

CONSULAT
GENERAL
DE FRANCE
A HONG KONG
Consul
Général
de France

CREDIT SUISSE

WBS

DISCOVERY BAY
INTERNATIONAL SCHOOL
愉景灣國際學校

ESF
DISCOVERY
COLLEGE

GU

DREAM
IMPACT 成員

Edelman

ELEVATE

ERM The business of sustainability

foodpanda

Fredericks Bruckman Deringer

FTI
CONSULTING

ESF
GLENELLY
SCHOOL

GUESS

廣聯創建設計有限公司
GUAN LUN CREATIVE DESIGN LIMITED

HERO LEVIN VALLEY CLUB
HERO 體育會

**HERBERT
SMITH
FREEHILLS**

HKS

hka
HONG KONG ACADEMY

香港科技大學
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

Hysan 希慎

ICHK
SECONDARY

IG

ITS

ITS

JLL

J.P.Morgan

LI & FUNG
利豐集團

**Knight
Frank**

K.J.S

K.J.S

K&L GATES

KONTOOR

KPMG

KPMG

LIDL

LI & FUNG

Linklaters

UWC
LI PO CHUN
LIP CHUN

LYNK

MOS

MOSER ASSOCIATES

MTR

NOMURA
Nomura Global Bank & Trust

NORTON ROSE FULBRIGHT

Otter
OTTER

Paul Weiss

PEAK
SCHOOL
山頂小學

Pentland

Pernod Ricard

pwc
羅兵咸永道

BS

randstad

reBooked

Renaissance
College
Hong Kong
啟新書院

RETHINK
SUSTAINABLE BUSINESS
FORUM & SOLUTIONS LAYOUT

RICHEMONT

Royale international
Real Estate Agency

scandale eco-lingerie

simmons
simmons

SHA TIN
JUNIOR SCHOOL

Stamford American
SCHOOL HONG KONG

STEPHENSON
HARWOOD
羅麗蓮律師事務所

ST

太古地產
SWIRE PROPERTIES

Tanner
DeWitt
COLLECTIVE

THE
ABERDEEN MARINA CLUB

THE HARBOR SCHOOL
Unlocking the best

Tin
Hing Shing, Yuen Hing Shing, Yuen Hing Shing, Yuen Hing Shing

香港賽馬會
The Hong Kong Jockey Club
ALL FOR THE JOCKEY HOPE TOGETHER

the mills
凡里士集團

THE
VISIONARY

TMF
GROUP

TOM TAILOR

T.RowePrice 普律仕

TKO PLAZA
將軍澳廣場

WALKERS

TAL Apparel
weave
Consulting Outworking Capability Building

WV

withers 衛達仕
律師事務所

WOOLWORTHS GROUP
Asia

WWF

YCS

ZARA

ZARA HOME

TOMMY HILFINGER

JEEVES
JEEVES

PULL&BEAR

On
The List
FLYER 2021