

GET
REDRESSED
MONTH
2024



IMPACT
REPORT

YOUR CLOTHES,
OUR PLANET.

GET REDRESSED MONTH 2024: YOUR CLOTHES, OUR PLANET.

Get Redressed Month 2024 enjoyed excellent support from companies, schools, retailers, and individuals, and it was amazing to see so many people coming together to support sustainable fashion.

Our campaign message 'Your Clothes, Our Planet' invited Hong Kong consumers to rethink the relationship between themselves, clothing, and the environment, and discover more sustainable ways to embrace fashion in their daily lives.



CLOTHING DRIVE

Thanks to our school and corporate participants, nearly 200 collection boxes were available across the city during May, to allow Hong Kongers to drop off their unwanted clothing and give them a new lease of life.

Partnering with retailers enabled us to expand our clothing collection network to 70 public-facing collection points during the campaign. This brought the campaign greater visibility and allowed new audiences to discover a way to keep their unwanted clothing in use longer.

26 DAYS

123 PARTICIPATING ORGANISATIONS

199 LOCATIONS*

17 TONNES OF CLOTHING

*70 public and retail locations, 86 corporate locations, and 43 school locations



SORT-A-THON

We gathered the 17 tonnes of collected clothing in a spacious venue for the Sort-a-thon, our three-day clothes-sorting event. Corporate participants had the valuable opportunity to come face-to-face with volumes of unwanted clothes and join a hands-on experience to give each garment a new life through careful sorting and redistribution. Community volunteers supported our team in ensuring that every step of the event ran smoothly.

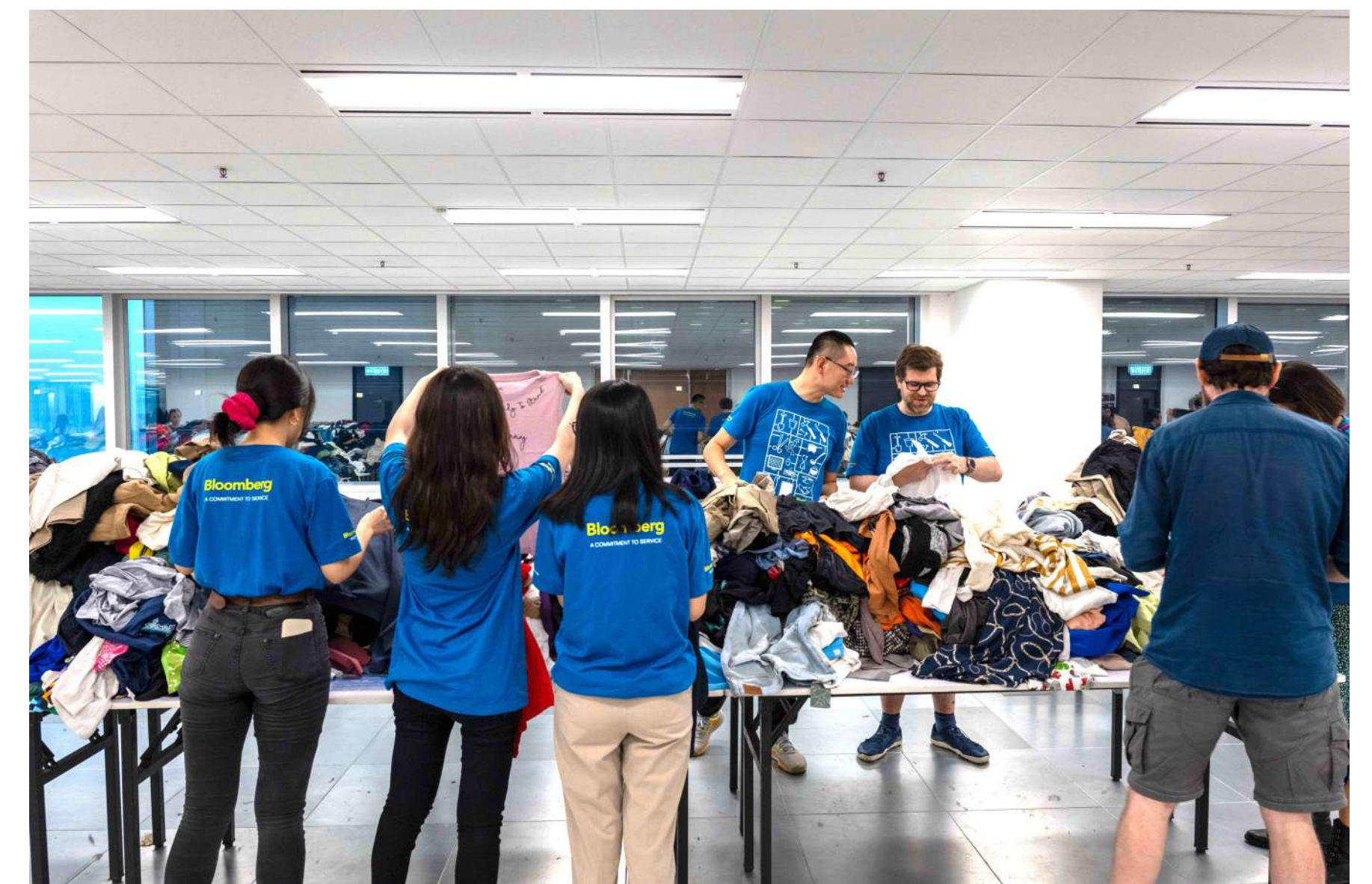
SORTING:

8 SESSIONS

42 CORPORATE TEAMS

1,620 INDIVIDUAL SORTING HOURS

25 SORTING CATEGORIES



COMMUNITY ENGAGEMENT & EDUCATION ↓

During the Sort-a-thon, participants learned about fashion's environmental issues through our briefings and educational games. Community volunteers received a training prior to the event so they could not only help run the event but also support the corporate participants with their clothes- sorting knowledge.

449 COMMUNITY VOLUNTEER HOURS

8 WELLNESS SESSIONS

96 PARTICIPANTS IN EDUCATION GAMES

130+ BOTTLES SAVED THROUGH WATER REFILLS PROVIDED

600+ SHORT-DATED SNACKS AND DRINKS SAVED FROM LANDFILL



WHERE DID THE CLOTHES GO?

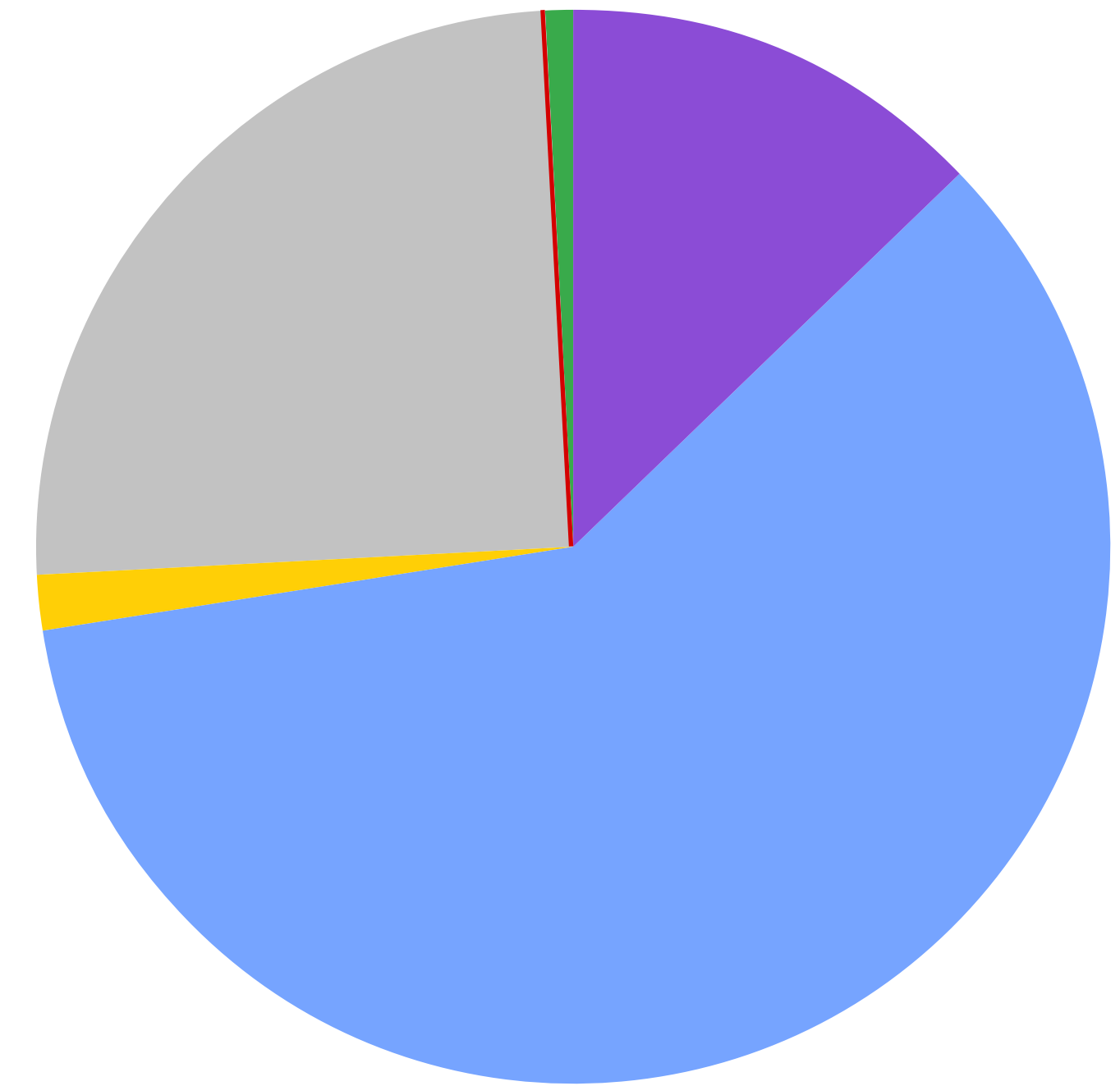
61.3% of the clothing we collected and sorted was redistributed to key charity partners. For this event, we worked with Hong Kong Baptist University's initiative 'Suit Switchers', Crossroads, Faith In Love, Feeding HK, Impact HK, Justice Center, Pathfinders and YWCA.

24.8% was sent for responsible downcycling into stuffing for boxing bags.

13% was set aside for resale, with a portion being sold at our Summer 2024 Secondhand Pop-up+.

With our efforts to recycle even the paper and plastic bags, only 1% of the total material collected went to landfill. This included things like broken shoes and moldy items that cannot be downcycled.

99% REDISTRIBUTED



- Resale (5 subcategories such as Summerwear, Winterwear, etc)
- Donate (9 subcategories, such as Summerwear, Shoes, Sportswear, etc)
- Donate (Home textiles, Costumes, Toys)
- Downcycle (Stained/ripped clothing, Underwear/swimwear, Company/school uniforms)
- Recycle / reuse (Plastic/Paper bags, Shopping bags)
- Landfill

PUBLIC ENGAGEMENT

We engaged with the wider Hong Kong public to promote shifting attitudes and habits towards sustainable clothing consumption. Our storytelling approach enabled people to connect emotionally with a diversity of clothing stories and reflect on their own wardrobes.

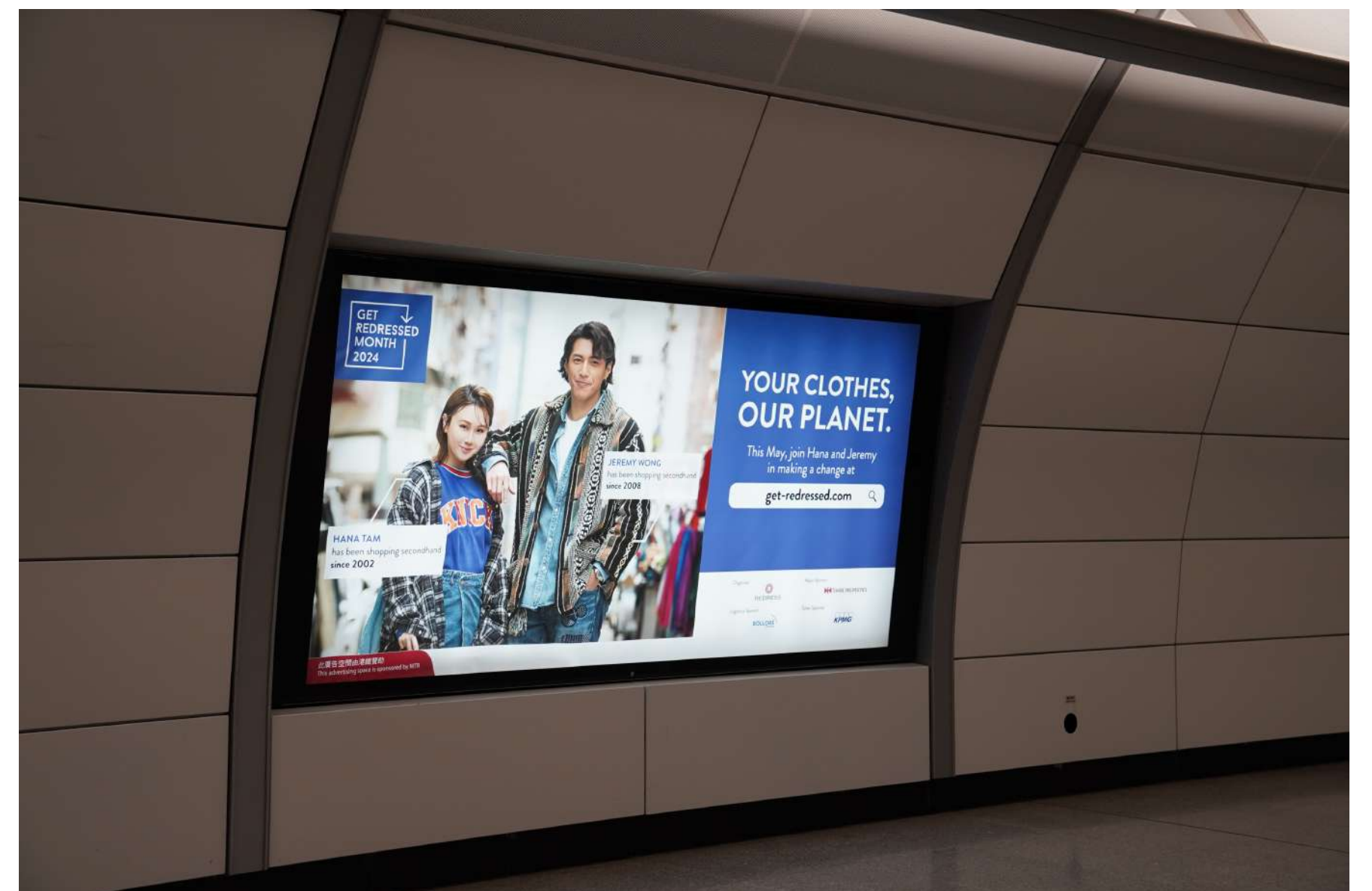
14 DAYS OF PUBLIC EXHIBITION

We hosted our first-ever photo exhibition with stories from a diverse cross-section of Hong Kongers about their most treasured clothing items. The collection showcased 11 individuals, including influencers Hana Tam, Jeremy Wong and Bonde Sham, as well as everyday community members. The exhibition was displayed at Ztoryhome, during the Sort-a-thon, and at our Summer Pop-up+.

31 DAYS OF COMMUNICATION CAMPAIGN

Thanks to MTR's advertising sponsorship, we were able to promote the campaign throughout May in MTR stations across the city. The billboards featured various stories from our exhibition, in both Chinese and English.

In addition, we shared the clothing stories across our social media platforms, further increasing our reach. The campaign was also featured in 21 news stories across 14 media outlets.



BUILDING A CULTURE OF SHOPPING SECONDHAND

9 'SIP & THRIFT' PARTNERS

New this year, we partnered with sustainability-minded cafes and shops across the city to promote secondhand shopping. Customers from participating cafes and shops, including The Redress Closet, could benefit from special discounts.

2,400 POP-UP+ VISITORS

A large selection of preloved clothing and accessories, curated from our citywide clothing drive and beyond, were made available for purchase at our Pop-up+, with sales going to support the work of Redress.

The week-long Pop-up+ featured our Get Redressed Month photo exhibition, a 'Sip & Shop' evening with complimentary drinks, children's play area with educational books and toys, altering and repair services by Redress alum Lola Clavel, and sustainable collections from alumni Janus Ha, Eric Wong and Yu Wing Shan.

The Pop-up+ was also supported by volunteers from our community, without whom it would not have been possible.



EDUCATIONAL IMPACT

As part of Redress' mission to accelerate the transition to a circular fashion industry, we educate consumers in order to empower them to make better clothing choices for themselves and the planet.

LEARNING

13 CORPORATE TALKS

The Redress team hosted talks with working professionals about the environmental impact of fashion, the connection with the climate crisis, and shared ways they can take action to support a more circular fashion industry.

1 FIRESIDE CHAT

In conjunction with our Get Redressed Month photo exhibition, we held a fireside chat with Bertha Shum from Earthero Studio and Alice from Ztoryhome. Our guest speakers shared about promoting a sustainable fashion lifestyle through storytelling.



EMPOWERING FUTURE GENERATIONS

4,000 STUDENTS

With all school activities offered free of charge thanks to corporate participation fees, we reached thousands of students through educational talks, clothing drives, student-led pop-up shops, and non-uniform days.

22 AMBASSADORS

After several months of training in our new School Ambassadors Programme, the Ambassadors were able to implement various activities to promote circular fashion in their schools.

8 UNIVERSITY EVENTS

Universities organised secondhand pop-up shops, redistribution of clothing to students, consignment shops, upcycling workshops and exhibitions to offer opportunities for their peers to learn and adopt more sustainable behaviours towards fashion.



SPONSORS

Huge thanks to all our Get Redressed Month 2024 sponsors! Your support has been critical to executing such a successful and meaningful campaign. It has been a privilege working with each of you!

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Bronze Sponsor



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We also thank our pop-up and F&B sponsors



PARTICIPANTS

Thank you to all the schools, companies and retailers who participated in Get Redressed Month activities, from hosting clothing collection boxes to educational talks with a Redress expert.



KEEP IN TOUCH!

Stay connected with Redress through our year-round activities:



VOLUNTEER WITH REDRESS



**ORGANISE
A CORPORATE ACTIVITY**



SHOP SECONDHAND



**ORGANISE
A SCHOOL ACTIVITY**



**DROP OFF YOUR
UNWANTED CLOTHING**



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MONTH 2025**



JOIN THE CHANGE NEXT YEAR!

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