

YOUR CLOTHES,

IMPACT REPORT

OUR PLANET.

**GET
REDRESSED
MONTH
2025**



YOUR CLOTHES, OUR PLANET.

Get Redressed Month 2025 brought incredible energy and support from companies, schools, organisations and volunteers. It was inspiring to see so many people come together with a shared commitment to sustainable fashion.

With the campaign theme ‘[Your Clothes, Our Planet.](#)’ we invited Hong Kong consumers to rethink their connection to clothing and the environment. Together, we explored practical, sustainable ways to enjoy fashion while making a positive impact.



GET REDRESSED MONTH 2025



CLOTHING DRIVE

Thanks to the enthusiastic participation of schools and companies, over 160 collection points were set up across Hong Kong during the month of May, providing convenient drop-off points for unwanted clothing and helping extend their lifecycle. By collaborating with retailers, we further expanded our network to include 70 public-facing collection locations during the campaign.

31
DAYS

114
PARTICIPATING ORGANISATIONS

166
LOCATIONS

17.9
TONNES OF CLOTHING



SORT-A-THON

Sort-a-Thon is our clothes-sorting event where we sort and categorise the items collected through the Clothing Drive. This year, we sorted an incredible 17.9 tonnes of clothing in just three days!

Company volunteers joined forces with our community volunteers, working diligently to sort through over 700 boxes. Together, they meticulously categorized all the items, extending their lifespan and ensuring they are redistributed appropriately.



- 8 SESSIONS**
- 450+ COMPANY VOLUNTEERS**
- 200+ COMMUNITY VOLUNTEERS**
- 600+ COMMUNITY VOLUNTEER HOURS**
- 150 BOTTLES SAVED THROUGH WATER REFILLS PROVIDED**
- 500 SHORT-DATED SNACKS AND DRINKS SAVED FROM LANDFILL**

COMMUNITY IMPACT

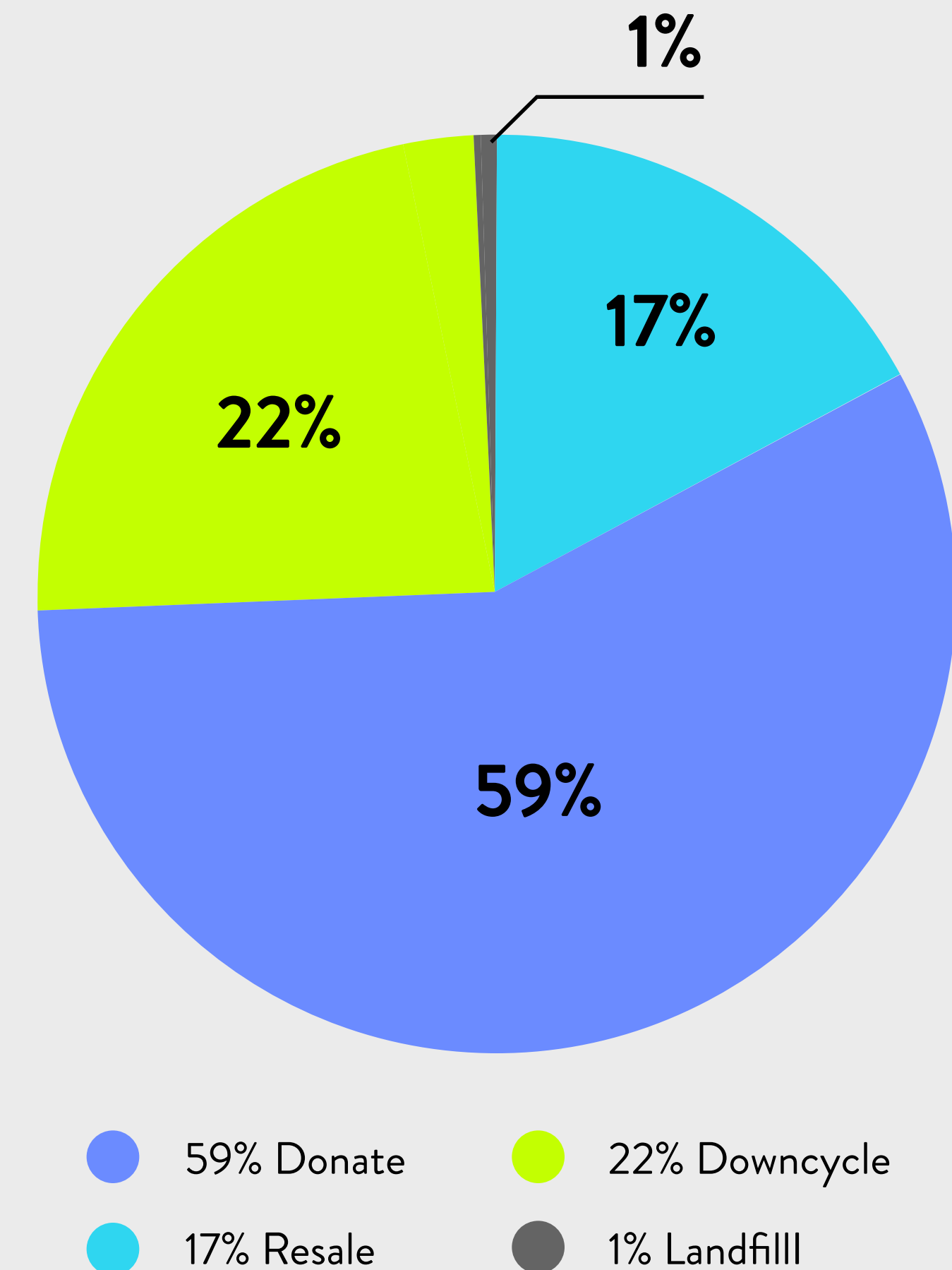
99% REDISTRIBUTED

59% of the items we collected and sorted was redistributed according to their needs to Crossroads Foundation, Branches of Hope, Christian Action, Caritas HK, Impact HK, RUN HK, and YWAM.

22% was sent for downcycling into stuffing for boxing bags and to SPCA for making dog toys.

17% was set aside for resale, with a portion being sold at our Secondhand Pop-up+.

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



EDUCATIONAL IMPACT

The stark reality is that over 17 tonnes of discarded clothing were amassed in just 1 month. This overwhelming fact served as a catalyst for education, empowering consumers with the knowledge to make more mindful and sustainable clothing choices for both themselves and the planet.



20 EDUCATIONAL TALKS

Inspired over 3,600 participants from companies and schools, and sparked meaningful conversations about reducing clothing waste.

44 SCHOOLS

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

1 PANEL DISCUSSION

To wrap up Get Redressed Month, Redress was invited to moderate a panel discussion with OnTheList, HULA and JupYeah to discover how these organisations are turning challenges into opportunities while keeping authenticity and quality at the heart of their approach.



PUBLIC ENGAGEMENT

39 DAYS OF PUBLIC EXHIBITION

Redress invited the public to experience the environmental impact of fashion like never before with our very first interactive, multisensory exhibition at the DX Design Hub in Sham Shui Po. A satellite exhibition was also held at Hyatt Centric in North Point.

30 DAYS ON PUBLIC TRANSPORT

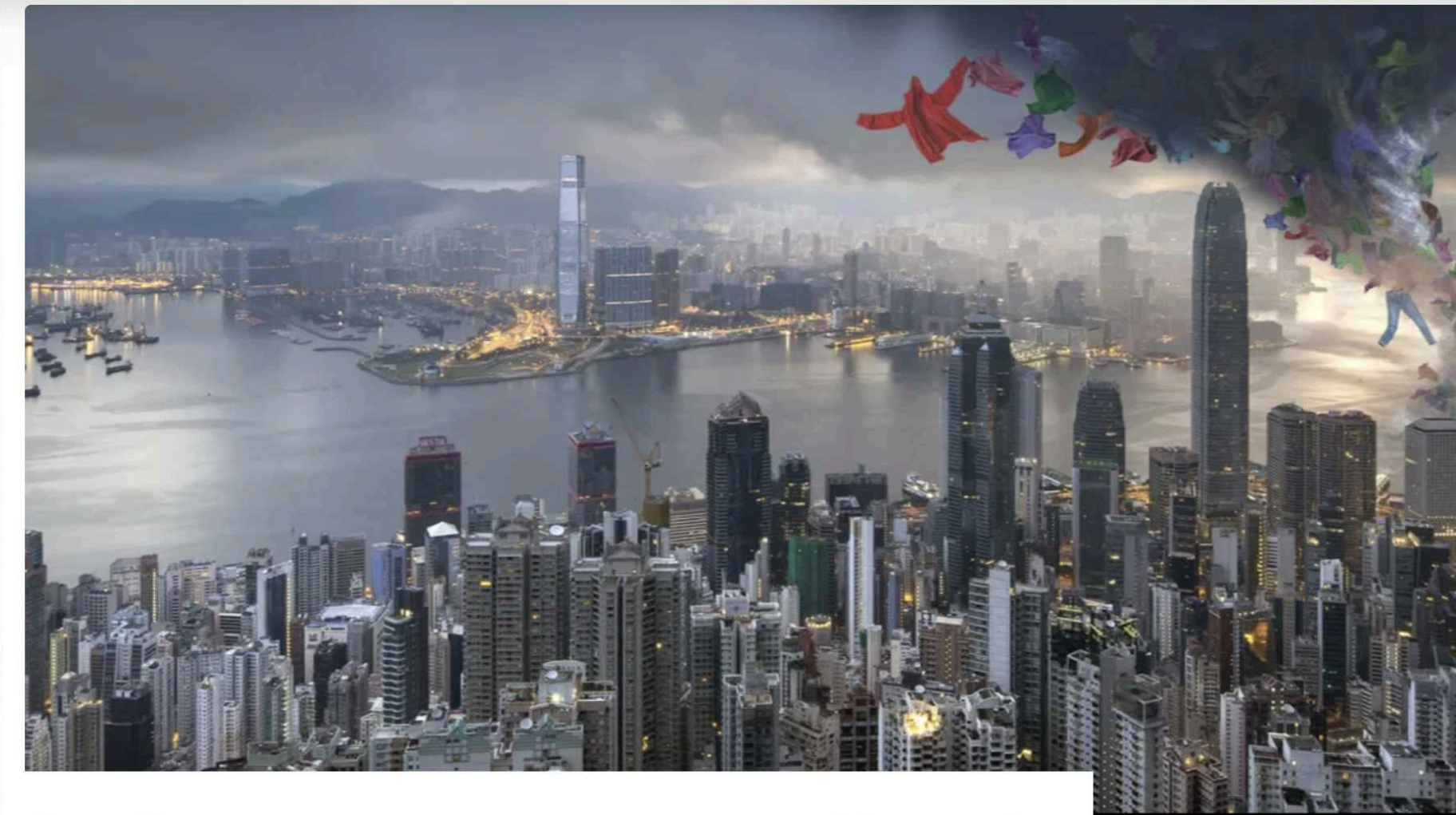
With 10 bus routes travelling around Hong Kong, we brought our message to every corner of the city sparking widespread public interest and meaningful conversations.



MEDIA ENGAGEMENT

56 MEDIA COVERAGE
10M+ REACHED
7K+ SOCIAL MEDIA ENGAGEMENTS

Our campaign reached new heights of public engagement this year, with 56 media features across various news outlets and enthusiastic engagement on social media, amplifying our reach and inspiring even more people to rethink their relationship with fashion.



Redress promotes secondhand fashion with annual campaign

Published
14 May 2025

Author

myNEWS

採訪手記

衣物再生月 編織可持續未來

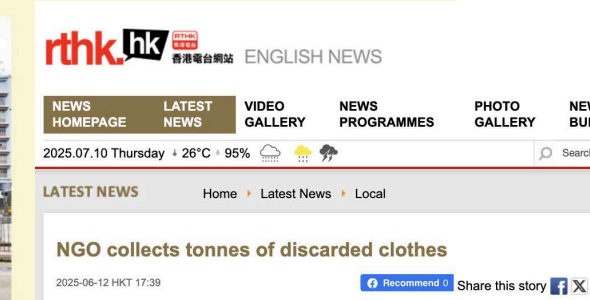
審視消費模式 實踐環保時尚生活

衣物再生，編織未來！為促使消費者反思衣物消費模式對環境的影響，非政府環保組織Redress 現正舉辦第8屆「衣物再生月」，透過一系列活動，教育並推動市民正視衣物消費模式，締造可持續的未來。

反思衣物消費模式 對環境影響

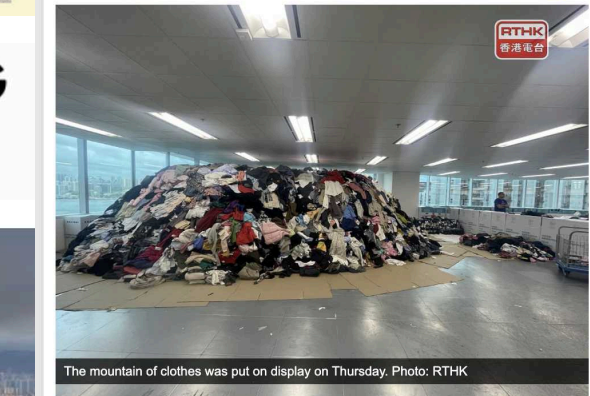
今年「衣物再生月」以「你的衣物編織着我們的未來」為主題，配以超現實宣傳圖，凸顯愈趨頻繁的極端天氣及時尚產業對環境的深遠影響。

「衣物再生月」舉辦一系列具意義的活



NGO collects tonnes of discarded clothes

2025-06-12 HKT 17:39



The mountain of clothes was put on display on Thursday. Photo: RTHK

Hong Kong-based NGO Redress says it has collected close to 18 tonnes of unwanted clothing in the last month.

The mountain of clothes, from over 120 collection points across the city, was put on display at the group's "Sort-a-thon" event on Thursday.

大紀元時報

HONG KONG
living

2025年香港人第十屆
NTD 10th INT'L CHINESE VOCAL COMPETITION

Redress舉辦「衣物再生月」 設70個收集點



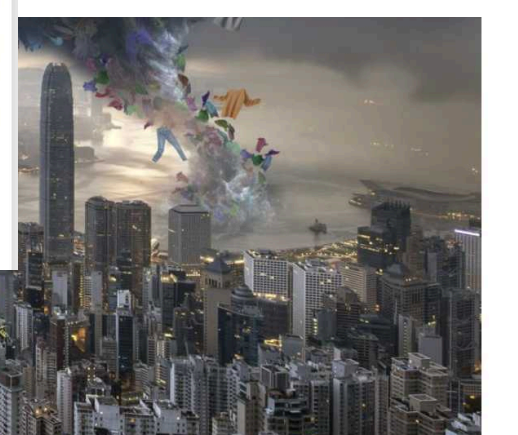
環保團體Redress舉辦第八屆「衣物再生月」，呼籲消費者反思其衣物消費模式對環境的影響，一系列的活動包括在全港設置70個舊衣收集點等。

大紀元訊
2025年05月18日

環保團體Redress舉辦第八屆「衣物再生月」，呼籲消費者反思其衣物消費模式對環境的影響，一系列的活動包括在全港設置70個舊衣收集點等。



In 2023, about 402 tonnes of textiles were sent to Hong Kong each day. Photo: Instagram/getredressed



Get Redressed Month at Redress



BUILDING A CULTURE OF SHOPPING SECONDHAND

1,750 POP-UP+ VISITORS

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

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



Organiser



Major Sponsor



Logistics Sponsor



PR Sponsor



Bronze Sponsor



Bronze Sponsor



Bronze Sponsor



F&B Sponsor



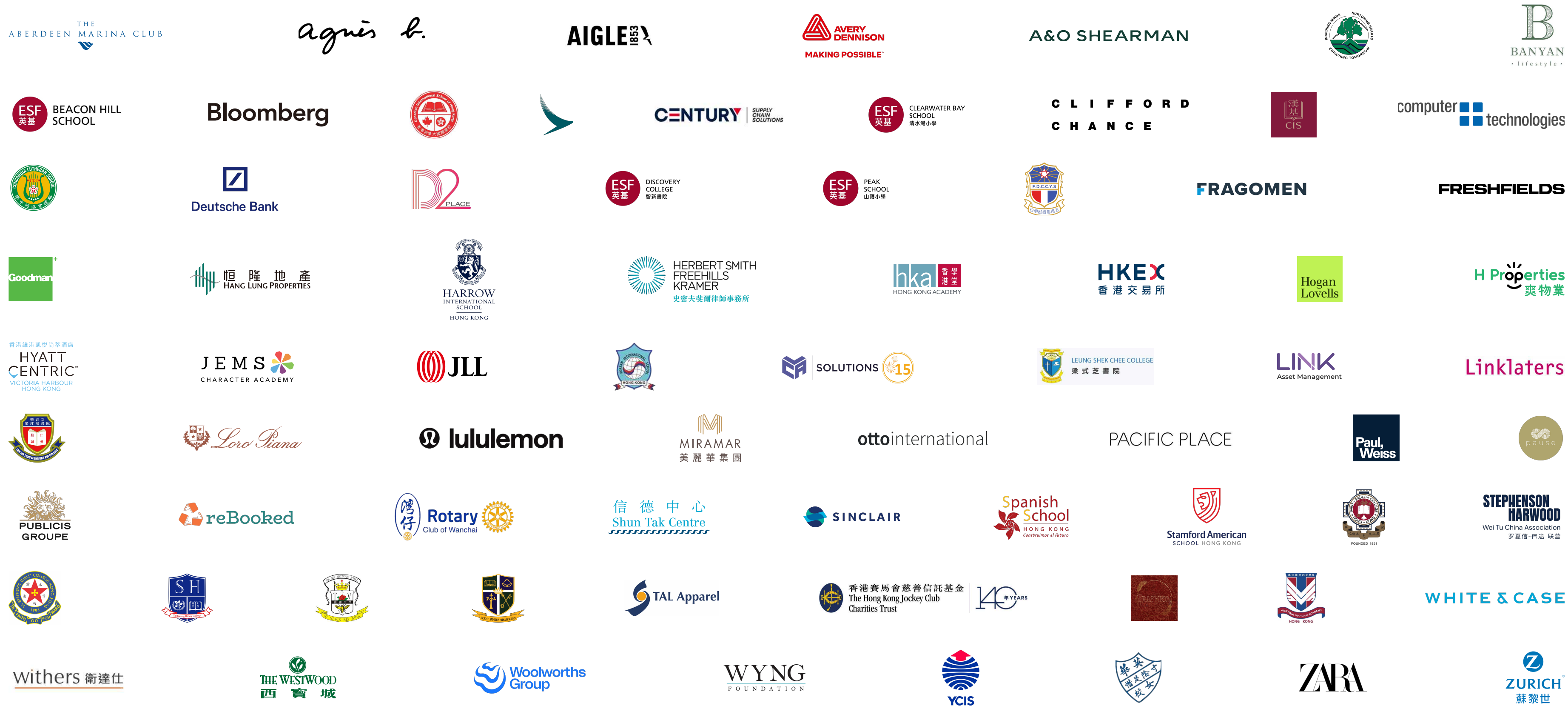
Wellness Sponsor



SPONSORS

We're incredibly grateful to all our sponsors and participants for making this impactful campaign possible. Your support was essential in bringing our vision to life and ensuring the success of Get Redressed Month 2025. It's been an absolute privilege collaborating with each of you. Thank you for being part of this journey!

PARTICIPANTS

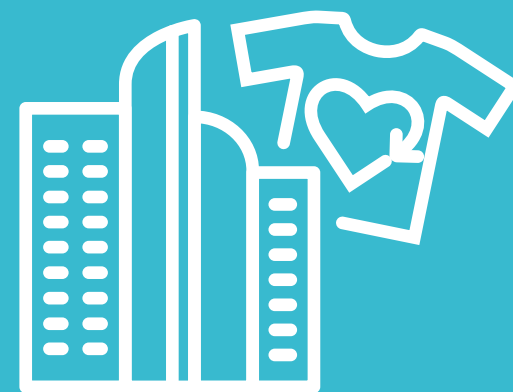




Volunteer with Redress



Shop secondhand



Organise company activities



Organise school activities



Give your clothes a new life



Register your interest
for GRM26 here!

KEEP IN TOUCH

get-redressed.com 🔍

 [@GetRedressed](https://www.instagram.com/GetRedressed)

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