

GET
REDRESSED
MONTH
2026



REDRESS

IMPACT REPORT

KEEP IT. WEAR IT. SHARE IT.





SPONSORS

We're deeply thankful to our sponsors for making Get Redressed Month 2026 a reality. Their support didn't just bring this campaign to life, it strengthened its impact and reach in ways that truly matter. It's been a pleasure working alongside such committed partners, and we hope we'll continue creating meaningful change together!

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Get Redressed Month inspires Hong Kongers to turn unwanted clothing into meaningful, sustainable action. In Hong Kong alone, around 400 tonnes of textiles are sent to landfill each day—the equivalent of 17,391 suitcases of textiles. This campaign responds to this urgent issue through practical, community-driven activities, including a city-wide Clothing Drive and Hong Kong's largest sorting event, the Sort-a-Thon, where participants directly contribute to extending the life of clothing. These hands-on initiatives are complemented by educational sessions that deepen the understanding of the fashion industry's environmental impact and the importance of circular practices.

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CLOTHING DRIVE

Throughout May, schools, offices and venues were enabled to collect unwanted clothing from the public. The initiative offers a simple yet impactful way to engage colleagues, the public and students to build a shared sense of purpose around circularity.

By diverting clothing from landfill and supporting reuse, organisations can demonstrate CSR commitments as well as giving back to local communities. The clothing drive provides a practical platform for organisations to align business values with real-world impact—at scale and with ease.

31

DAYS

93

PARTICIPATING ORGANISATIONS

160

COLLECTION POINTS

14.9

TONNES OF CLOTHING COLLECTED



SORT-A-THON

Sort-a-Thon is Redress' annual signature event that brings communities together to support the redistribution process of the items collected during the clothing drive.

Running for years as the culmination of the campaign, it turns a mountain of unwanted clothing into action, giving participants a clear view of the scale of textile waste and the opportunity to extend the life of every item.

With more than 7.5 tonnes of clothes redistributed to local charities, it's also directly supporting people in need with the donation of carefully sorted clothing.

450+

COMPANY VOLUNTEERS

200+

COMMUNITY VOLUNTEERS

8

LOCAL CHARITIES SUPPORTED

14.9

TONNES OF CLOTHING SORTED



COMMUNITY IMPACT

52% of the items were redistributed according to their needs to Crossroads Foundation, Caritas–Hong Kong, ImpactHK, HKSKH Lady MacLehose Center, Justice Centre Hong Kong, Hong Kong Young Women's Christian Association and Mayaa World.

29% was sent for downcycling into stuffing for boxing bags or to SPCA for making dog toys.

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

98% REDISTRIBUTED

With our efforts to recycle even the paper and plastic bags, **less than 2%** of the total material collected went to landfill. This included things like worn out shoes and broken leather/plastic items.

EDUCATIONAL IMPACT

To continue supporting the change of mindset towards circularity, we hosted talks, 'Denim Challenge' games and upcycling workshops in offices.

Through educational talks in schools, we brought the issue of fashion waste to students which inspired them to hold the Clothing Drive as well as mini pop-up shops, swap events, mending activities and 'Get Redressed Days'.

By joining these activities, participants understand the scale of clothing waste and the impact of their fashion habits, they gain practical insights into how circular fashion principles can be applied both in the workplace and in daily life.

3700+

29

20

PARTICIPANTS ATTENDED EDUCATIONAL TALKS

EDUCATIONAL ACTIVITIES DELIVERED

SCHOOL LED CIRCULAR FASHION ACTIVITIES



PUBLIC ENGAGEMENT

The campaign was brought to the public with a poster display at MTR stations, encouraging all commuters to keep it. wear it. share it.

3 WEEKS IN MTR

30 MTR STATIONS



MEDIA ENGAGEMENT

This year, we worked with three friends of Redress to extend the conversation online through their own styles and perspectives: Bonde showed how a shirt can be reworn in multiple ways across different events, Sidegas invited the public to reflect on their favourite pieces and the value of personal style over trends, and Utah highlighted how secondhand clothing can be more interesting and exciting than expected. Together, they helped bring the message of circular fashion closer to the community, showing that clothing can be valued, styled and shared in so many ways.



230K+
17

VIEWS ON SOCIAL MEDIA

MEDIA COVERAGE

BUILDING A CULTURE OF SHOPPING SECONDHAND



A curated selection of pre-loved clothing and accessories from our clothing drive was available for purchase at the Pop-up.

We introduced upcycled clothing collections from alumni designers.

The Pop-up was made possible through the support of volunteers from our community, whose time and energy helped bring the event to life.

4284 CLOTHING ITEMS WERE GIVEN A NEW LIFE

SUPPORTING ORGANISATIONS



PARTICIPANTS

Get Redressed Month 2026 was powered by an incredible wave of energy and commitment from our participants. From the Sort-a-Thon, and Clothing Drive to the Denim Challenge and Educational Talk - every action contributed to a growing movement to reduce fashion waste and rethink everyday habits.

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GIVE YOUR CLOTHES
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