



REDRESS

IMPACT REPORT 2022



END
FASHION
WASTE

A NOTE FROM OUR FOUNDER

2022 was a celebration, of sorts, as we eagerly welcomed 'new' beginnings with borders reopening and Covid restrictions easing. If 2020 and 2021 were about survival amidst global challenges and obstacles, 2022 was about bouncing back, keeping up the good fight, and looking forward.

In bouncing back, we worked hard to inspire changes in fashion, from how designers create to the way consumers buy, wear, and (unfortunately) dispose of their clothing. Our impact data of clicks and tonnes demonstrates the ripples of change we're making, particularly with the return of our events, clothing takeback, and pop-ups.

We also kept up the good fight by keeping our mission as our North Star.

Change starts at the design board, which is why when it comes to designers, we worked tirelessly to educate designers for change, knowing that an estimated 80% of the environmental impact of a product is laid down at the design stage. We delivered the 12th cycle of the Redress Design Award, the world's largest sustainable fashion design competition; revamped our Redress Academy website; and celebrated our competition alumni's developments, from collaborations with brands to runways and exhibitions at Shenzhen Fashion Week and Global Fashion Summit: Singapore Edition.

But no changes in fashion design are complete without engaging consumers, who themselves contribute significant negative environmental impacts. We rolled up our sleeves to reach further into our

local community with a blockbuster set of school collaborations including our inaugural comic book for young kids to explore textile waste issues.

The Redress Closet, our permanent charity shop of secondhand clothing celebrated its first birthday — having survived and thrived despite being launched at a time when many fashion retailers were facing closures and other challenges due to Covid. Located in the heart of Hong Kong's garment district, The Redress Closet offers both luxury and midrange clothing, catering to customers from all walks of fashion life, providing everyday evidence of the growing acceptance of secondhand clothing.

If numbers speak louder than words, our Year in Numbers tells our story with data we can easily measure: clicks, views, downloads, visitors, hours or tonnes. Still, the data only goes so far in recording the actual change we make in the minds and hearts of our community and stakeholders.

Looking forward, we are eager to finesse our work through an extensive strategic review, which commenced in 2022 and is yielding a focused, committed, and clear direction of future work. The results, including an updated mission and three-year strategic objectives, will speak for themselves in 2023.

Thank you to the team, the board, and to our supporters old, current, and future. We have huge ambitions for the future.


Christina Dean



Across our two major programmes — the Redress Design Award, with a mission to educate and empower designers; and the Circular Fashion Programme, with its focus on consumers — we reached multiple goals this year. Explore the highlights below.

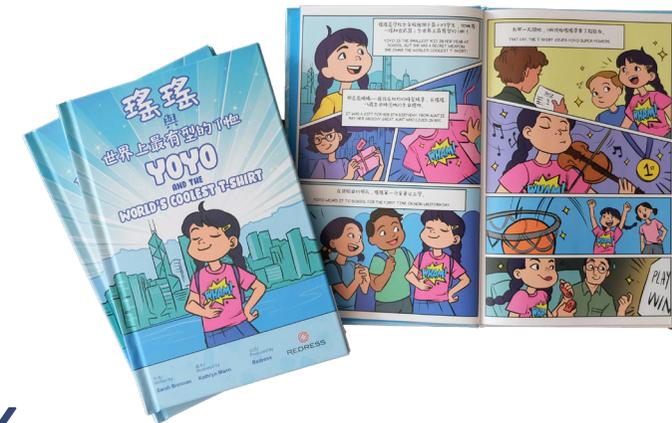
JANUARY ROARING INTO THE NEW YEAR

In January, we launched the 12th cycle of the [Redress Design Award](#), the world's largest sustainable fashion competition, and we celebrated the Year of the Tiger as Le Ngoc Ha Thu, Redress Design Award 2020 menswear winner's design prize collaboration with Timberland rocked its stores with a special edition 3-in-1 waterproof jacket, itself inspired by natural camouflage. We also celebrated our fourth year of partnership with VF Corporation, with Timberland returning on board as the First Prize Partner.

 **REDRESS**
DESIGN AWARD
THE WORLD'S LARGEST SUSTAINABLE
FASHION DESIGN COMPETITION
全球最大型的可持續時裝設計比賽



DO YOU HAVE
WHAT IT TAKES
TO RETHINK FASHION?
重構時尚·你可以嗎?



FEBRUARY RECOGNITION FOR REDRESS & COMIC BOOK FOR KIDS

In February, we were honoured to receive the Hong Kong Sustainability Award 2020/21 from the Hong Kong Management Association, which recognised Redress' efforts in contributing to environmental sustainability. A tremendous thanks goes to all our donors, partners, volunteers and stakeholders who have supported us since the beginning of our journey.

We published [Yoyo and the World's Coolest T-Shirt](#), Hong Kong's first-ever educational comic book about sustainable fashion, with accompanying read-along videos in English and Cantonese. The comic book, designed to engage young children in thinking about clothing waste, was written by Hong Kong-based bestselling author, Sarah Brennan and illustrated by Kathryn Mann, with funding from the Environment and Conservation Fund and the Environmental Campaign Committee. Over 1,400 copies of the book were distributed for free to schools and charities and copies are now available in 39 public libraries across Hong Kong.



APRIL

EQUIPPING RISING TALENTS IN NEW MENTORING PROGRAMME

In April, we launched our new 'Rising Talents' mentorship programme for stand-out Redress Design Award applicants who demonstrated great creative skills and whose potential could be enhanced. The inaugural Rising Talents cohort included four designers who were then connected with multiple industry experts to further their circular fashion skills. Upon completion of the mentorship programme, the Rising Talents joined our [Alumni Network](#).

“Educating and inspiring designers is core to the Redress mission. Circularity is an urgent and growing priority in the fashion industry, yet conventional fashion academia needs support to catch up. By offering free educational resources, we hope to support not only potential applicants to the Redress Design Award, but everyone along the supply chain trying to create a more sustainable future for fashion.”

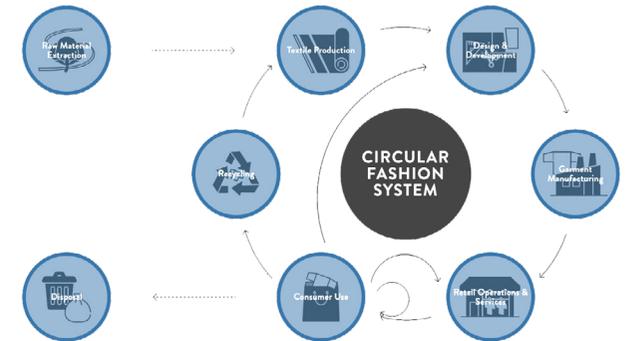
Nissa Cornish, Executive Director, Redress



MARCH

CELEBRATING WOMEN'S DAY WITH STYLE FOR LONGEVITY

In March, we celebrated another prize collaboration. Redress Design Award alumna Grace Lant was selected to work with Kipling to create a limited edition take on their iconic ART M bag for International Women's Day. She upcycled deadstock fabrics to offer a versatile design with detachable and transformational parts, with focus on timeless style for longevity.



MAY

ENHANCING OUR EDUCATIONAL RESOURCES

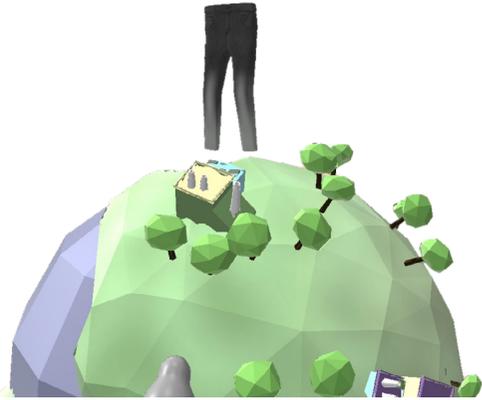
In May, we unveiled new improvements to the [Redress Academy](#), our free multilingual online resource filled with in-depth content on circular fashion design topics. Previously known as the LEARN Platform, the Redress Academy breaks down circular fashion concepts with useful case studies, subject guides, and video tutorials, with filter and search functions for easy navigation. The new, updated user experience features a visual journey guiding visitors through the steps of the fashion value chain, from sourcing all the way to recycling garments.

JUNE

CIRCULAR FASHION EDUCATION TOOLKIT FOR STUDENTS AND TEACHERS

June saw further growth in our educational resources with the launch of [‘Our Jeans and the Planet’](#), an interactive learning website that follows the manufacturing process of a wardrobe staple: jeans. The virtual field trip takes visitors through a world of 3D graphics to create a pair of jeans, learning about the environmental impacts of each decision made along the way.

Working with student producers, we also created an educational video series exploring the current landscape of sustainable fashion in the city. The ‘Circular Fashion in Hong Kong’ videos make use of compelling visuals, storytelling, statistics and interviews to illustrate the issues within the local context.



AUGUST

WAREHOUSE BACKLOG SORTED AND CLEARED

In August, thanks to our community and corporate volunteers, the seven tonne backlog of second hand clothing, sitting in our warehouse throughout covid closures, was finally sorted, redistributed and given new life. The clothes were redistributed to our charity partners, resold at our secondhand store The Redress Closet or downcycled.



JULY

SUMMER SECONDHAND POP-UP AND TAKEBACK RETURNS

We had a fulfilling week in July with our summer pop-up at Taikoo Place, selling a wide selection of secondhand clothing to Hong Kong consumers. An incredible team of staff and volunteers joined hands to make the pop-up possible, and the large presence of shoppers indicated consumers’ interest in supporting secondhand, one key way to make fashion circular. All proceeds went towards supporting Redress’ mission of empowering consumers to reduce clothing’s negative environmental impact by shifting to circular solutions.

Also in July, we resumed our Takeback Programme after a four-month hiatus due to Covid restrictions. All proceeds went towards supporting Redress’ work to reduce fashion’s negative environmental impact.





This month, on the other side of the world in New York, our founder Christina Dean was invited to share insights on fashion's sustainability issues with Kourtney Kardashian in a [docu-series](#) released alongside an exclusive collection with Boohoo, which included recycled and upcycled vintage materials. Although arguably the Kardashian way of life is not synonymous with sustainability, the interview offered a valuable opportunity to reach new audiences by working with the world's biggest players and influencers.



OCTOBER

GET REDRESSED MONTH INVITES HONG KONGERS TO 'LOVE WHAT'S BEEN LOVED'

During October, we celebrated yet another successful Get Redressed Month, our large-scale consumer campaign inviting Hong Kongers to love the clothing already in their closets by wearing them longer, taking good care of them, and repairing them to last longer. Working with KOLs Ma Farn Simon and Bell Chan as campaign ambassadors, we also encouraged people to make small changes to their clothing habits, such as by buying secondhand clothes.

With 178 locations across Hong Kong including schools, corporate offices, and retail partners, we collected 16.2 tonnes of unwanted clothing during our citywide Clothing Drive.



SEPTEMBER

WALKING THE TALK

In September, the Redress Design Award 2022 cycle culminated into a multifaceted, immersive fashion presentation and experience at ArtisTree in Hong Kong, including both a runway show and a hybrid physical and digital exhibition allowing visitors to 'try on' the finalists' outfits with AR filters. Vol. 9 of our Redress Design Award 2022 magazine, which offered a sleek new digital interface with additional dynamic content, challenged readers' views on waste textile with insightful articles, including a dive into the changing landscape of sustainability legislation.



"We sustainable designers may have competed, but the reality is that collaboration creates greater fashion. To partner with one of the world's most iconic brands, Timberland, is a huge opportunity for me, and I look forward to creating a positive and powerful project together!"

Federico Badini Confalonieri,
Redress Design Award 2022 First Prize Winner

NOVEMBER

SHOWSTOPPERS AT SHENZHEN, SECONDHAND POP-UP, AND SUMMIT

In November, for the first time, we showcased eight emerging sustainable brands from our Redress Design Award Alumni at Shenzhen Fashion Week. With a focus on carbon neutral consumption throughout, the fashion event included a dedicated Redress Design Award Alumni Show and exhibition, as well as a panel discussion on sustainable fashion with Redress' Partnerships Director, Hannah Lane.

On the heels of October's Get Redressed Month, our winter secondhand pop-up shop of secondhand clothes saw a record-breaking 1,000+ visitors on the first day alone. In addition to preloved clothing, our weeklong pop-up shop featured the sustainable brands of two of our homegrown Redress Design Award Alumni, Eric Wong and Meiyang Chan.

Redress also made a stop in Singapore for the Global Fashion Summit, with an exhibit of winning designs from the Redress Design Award 2022. Featuring 'virtual' designs alongside physical garments again facilitated the exploration of digitisation in the fashion industry, which can reduce waste by eliminating the need to create physical garment samples at the design stage.



DECEMBER

SPREADING THE WORD ON SUSTAINABLE FASHION

Our Redress Design Award Pathway Course welcomed new summer and autumn intakes in 2022, equipping fashion students and professionals on circular design practices, and with all content now available in English and Chinese.

Redress' Executive Director, Nissa Cornish, joined a business panel discussion with CanCham Hong Kong, rounding out a full year of Redress experts sharing insight on a variety of subjects associated with circular, sustainable fashion at public and corporate forums, including AmCham Shanghai, Julius Baer, UBS and WWF South Africa.

We finished the year celebrating our continued growth with 23 employees, the largest team we have had to date to tackle our huge mission together.

2022: YEAR IN NUMBERS

PUBLIC ENGAGEMENT

30 tonnes of clothing collected through our Takeback Programme



231,656 views of the Redress Design Award Grand Final Fashion Presentation

32 tonnes of clothing redistributed to our local charity partners according to their needs

210,000 visitors to our Redress Design Award 2022 Exhibition



16.2 tonnes of clothing collected in October alone, through our Get Redressed Month campaign



2022: YEAR IN NUMBERS

EDUCATION

1,299 people took the Redress Design Award Pathway Course

24,600 visitors to our ECF Circular Fashion online Toolkit

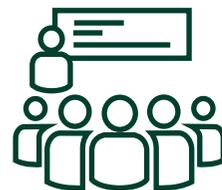


 **1,977** community volunteer hours to sort secondhand clothes and run our pop-up shops

34,000+ pageviews of Redress Academy content

9,800 Hong Kong school students and teachers reached through our educational programme, more than double our 2021 figure

1,458 corporate volunteers hours to sort secondhand clothes



2,126 individuals reached through our Redress Design Award University Talks

FIND OUT MORE

EXPLORE



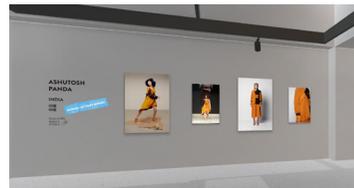
Our Redress Design Award 2022 digital [magazine](#)



Our revamped [Academy Platform](#)



Our Get Redressed Month 2022 [Impact Report](#)



The Redress Design Award 2022 [Digital Exhibition](#)

WATCH



A video on the focus our [Redress Design Award Alumni Network](#)



The Redress Design Award Alumni show for [SS23 Shenzhen Fashion Week](#)



A narration of [YoYo and the World's Coolest T-shirt](#)



The Redress Design Award 2022 Grand Final [Highlights video](#)



New Academy video [Design for low waste](#)

SUPPORT US & GET INVOLVED



If you are able to give, a [donation](#) is much appreciated to support our work in cutting waste out of fashion.

To enquire about partnership opportunities with Redress, please contact hannahlane@redress.com.hk

BASED IN HONG KONG?

- Please give us unwanted clothing for sorting and redistribution at these [locations](#).
- Please fill out a [volunteer form](#) to help us at key events, from the Redress Design Award Grand Final to Get Redressed pop-ups and clothes sorting.
- Browse our [career opportunities](#).
- Shop secondhand with us at [The Redress Closet](#).

A SPECIAL THANK YOU TO ALL OUR PARTNERS FOR THEIR SUPPORT THROUGHOUT 2022 ACROSS OUR PROGRAMMES:

ADM Capital Foundation, Aigle, Athenasia, ArtisTree, Artstthread, Avery Dennison, Banyan Workspace, Bershka, Bloomsbury Publishing, Browzwear, Caelum Greene, CENTRESTAGE, Circular Economy Club, Circular Fashion Summit, C.L.A.S.S, CN Logistics, Common Objective, Create Hong Kong, Crystal International Group Limited, Designerooms, DLA Piper, Environment and Conservation Fund, Farfetch, Fashion Clash, Fashion for Good, Fashion Revolution, Fashion United, Fresh Accounting, Green is the New Black Asia, Global Fashion Agenda, Gap International Sourcing, Global Fashion Exchange, Hecho x Nosotros, Hong Kong Design Centre, Hong Kong Design Institute, Hong Kong Fashion Designers Association, Hong Kong Makeup Artist by Karen Yiu, HKTDC, Hula, Innisburg Charitable Foundation, Jeeves, JHROP, JUKI, Kipling, KPMG, KMS, Lenzing, LF Logistics, Lidl & Kaufland, Mad Otter Ventures, Moonlight Entertainment, MTR, The Office of the Hon Felix Cheung, OnTheList, PizzaExpress, Pull&Bear, Puma, The R Collective, RedBox Storage, Retykle, Rue Madame, The Sustainable Angle, Sustainable Apparel Coalition, Sustainable Fashion Business Consortium, Shenzhen Garment Industry Association, Swire Properties, Switch, Taiwan Textile Federation, TAL Group, Tencel, Timberland, Tommy Hilfiger, The Wild Lot, UPS, Urban Spring, Taikoo Place, VF Corporation, Vogue HK, Walkers, Zara, Zara Home.

ABOUT REDRESS

WHAT WE DO

Redress is a Hong Kong-headquartered, Asia-focused environmental charity with a mission to accelerate the change to a circular fashion industry by educating and empowering designers and consumers so as to reduce clothing's negative environmental impacts. Our dynamic programmes work to minimise the negative impacts of fashion, whilst promoting innovative new models and driving growth towards a more sustainable industry via the circular economy. Working directly with a wide range of stakeholders, including designers, manufacturers, brands, educational bodies, government and consumers, Redress aims to create lasting environmental change in fashion.

