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How To Become A Sustainable Consumer?



REDRESS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS





REDRESS

**YOU CAN BECOME A
SUSTAINABLE
CONSUMER!**



Prices below \$1000

What are some brands you know of that are within this range?

Prices below \$1000

What are some brands you know of that are within this range?

SIXTY
EIGHT

ZARA

H&M

adidas

GU

bossini

UNI
QLO

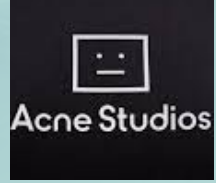
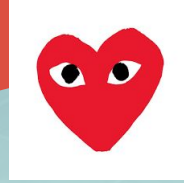
NIKE

Prices between \$1000-\$5000

What are some brands you know of that are within this range?

Prices between \$1000-\$5000

What are some brands you know of that are within this range?

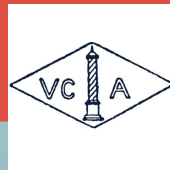


Prices above \$5000

What are some brands you know of that are within this range?

Prices above \$5000

What are some brands you know of that are within this range?



LET'S START WITH THE PRICE TAGS!



REDRESS

UNI
QLO

ROCOCO
SINCE 1996

MUJI
無印良品

izzue

H&M


bossini

GU

NIKE

6IXTY
8IGHT

ZARA

GIORDANO

Hmt.

F21


adidas

SHEIN

ASOS
DESIGN

What is hidden
in the price tag?





REDRESS

(11399) 92



Brand

69 Navy
Waist
26(66cm)
WOMEN
STRAIGHT JEANS

221-476209(51-04)



Price

MADE IN CHINA
\$299

Country of
Origin

Materials

2057172-03
Super Crew Neck Fine Gauge
Cardigan
Colour: Winter Night



SHORT SLEEVE
UT
09 Black
100% COTTON
EXCLUSIVE OF DECORATION

HT001900X-HK
0800700035



KIDS
SHORT SLEEVE
UT

09 Black
100% COTTON

HT001930X-HK
8T105

Size

S

cos.com



690 38 88A



490.00 HKD
ATHLETE CROP SEAMLESS WORKO
SB6545C NAVY BLUE



Size
XS

HK\$

EU CI



SGD \$39.99 MYR RM129.00
HKD \$229.00 AED 119.00
IDR Rp419,900 OMR 14.40
PHP ₱1,599 SAR 134.00
THB ฿1,190 VND ₫679,000.00

MADE IN CHINA
341-480350 06-34-
09-006-000(52-02) 5N358D

XL Chest 104-112cm



\$99

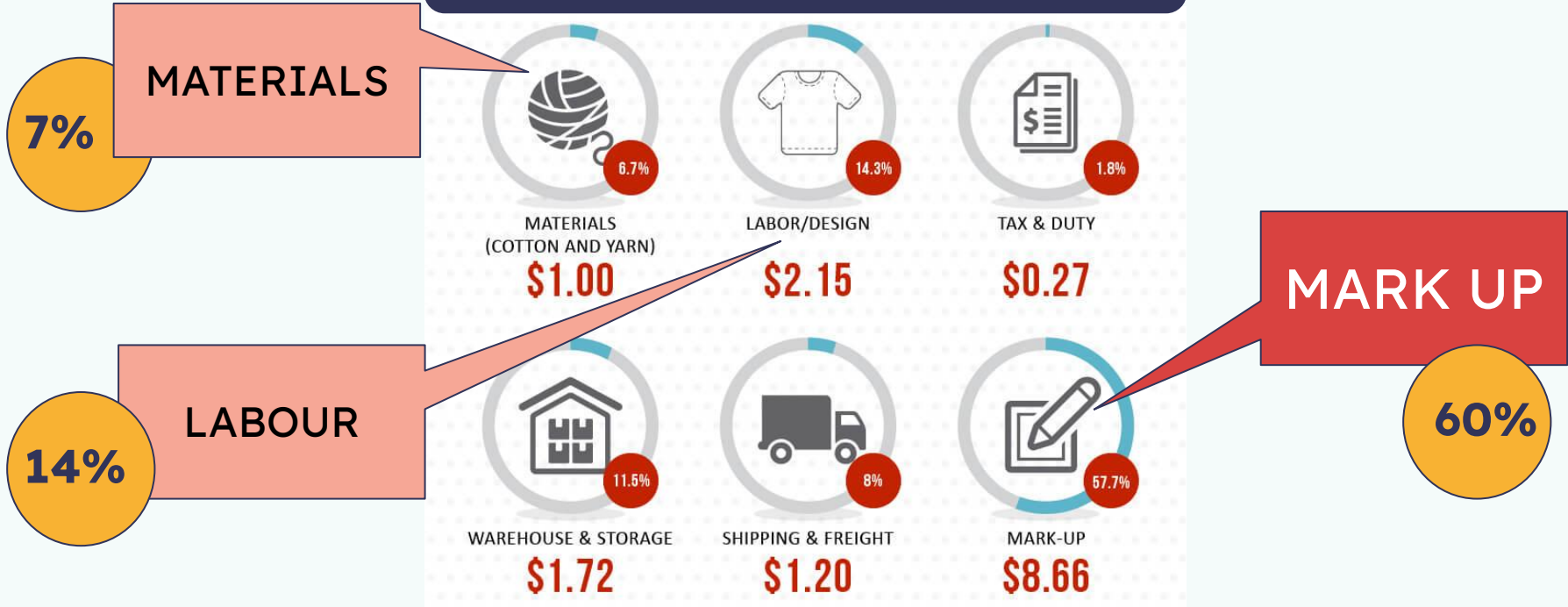
MADE IN CHINA
141-475439 06-14-
09-150-000(52-15) 5N114B

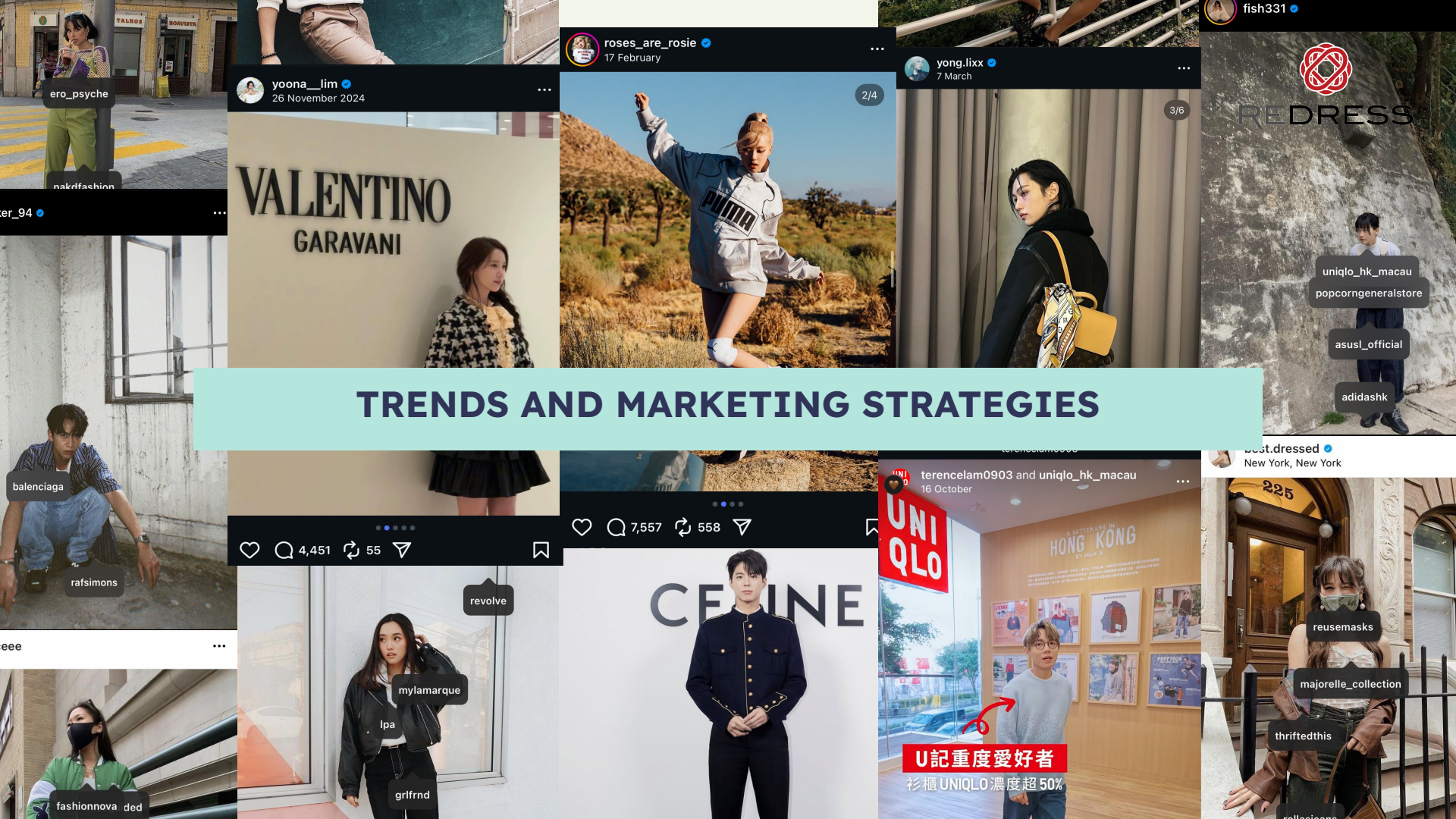
150 Height 145-155cm
Chest 71-77cm



\$79

Cost Analysis of a \$15 T-shirt





TRENDS AND MARKETING STRATEGIES

U記重度愛好者
衫櫃 UNIQLO 濃度超 50%



REDRESS

Youtubers



KOL -Key Opinion Leader



Influencers: they influence what we want to buy by suggesting the reason.

Advertisement

They shape and suggest our **perceived value** and preferences.



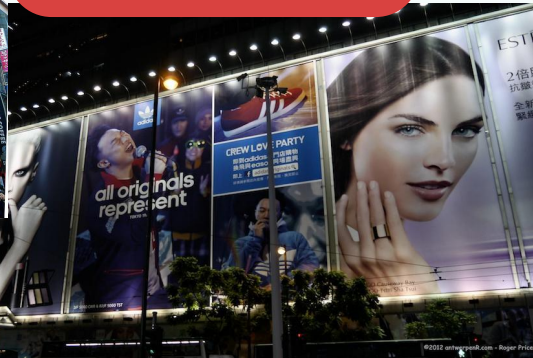
Magazines



Commercials



Billboards



Endorsement



Millions are paid to **Brand Ambassadors** to showcase their latest collections in campaigns



WHY?



HOW?

THE SHITTHROPOCENE

REDRESS

(shit-throp-o-cene)



patagonia
FILMS



REDRESS

**GOOD
DEALS**

FOMO

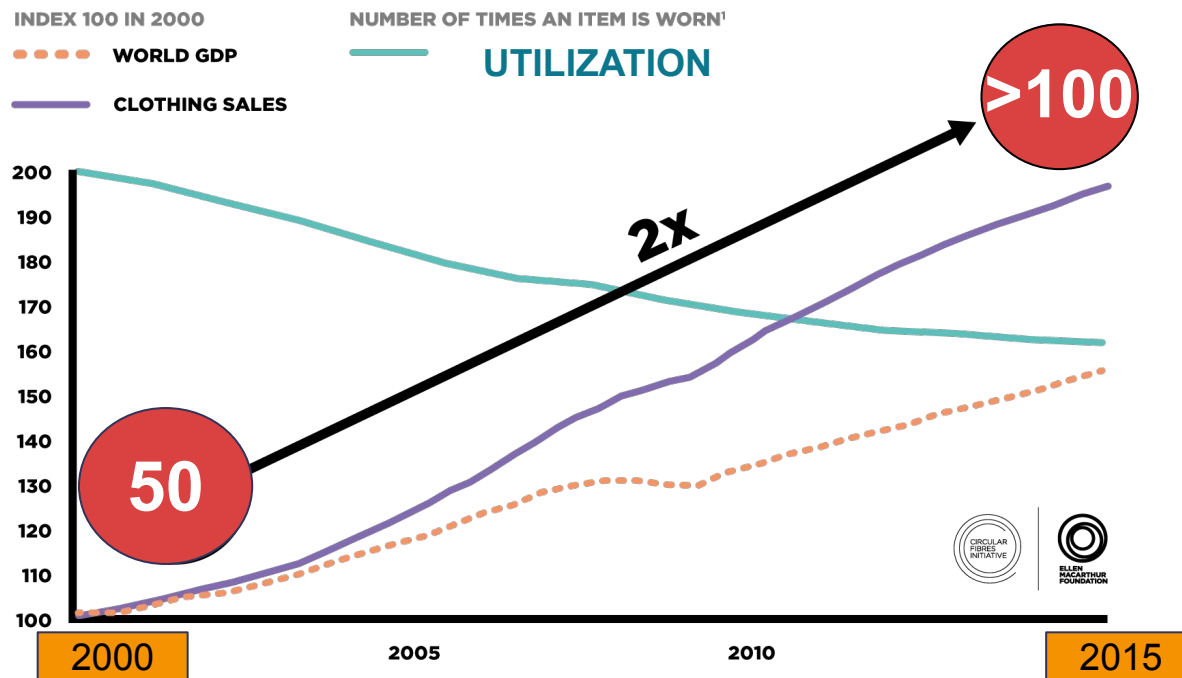
FEAR OF MISSING OUT

NOVELTY

... **BUYING MORE!!**



REDRESS



1 Average number of times a garment is worn before it ceases to be used

Source: Euromonitor International Apparel & Footwear 2016 Edition (volume sales trends 2005-2015); World Bank, *World development indicators - GD* (2017)



Buying MORE = MORE pollution + MORE waste



REDRESS

Instead of buying
MORE,

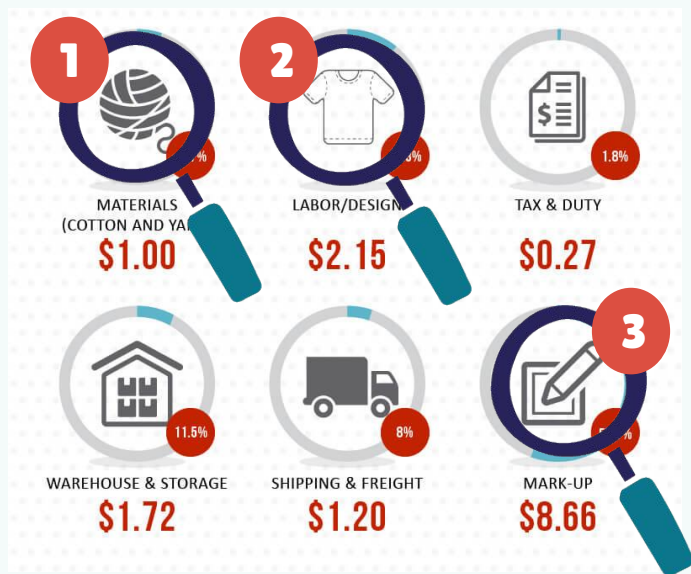
**We need to buy
BETTER!**





REDRESS

LET'S GIVE OUR PRICE TAGS A CLOSER LOOK!



1

Using **sustainable materials and production processes?**

2

Paying **fair wages** to their workers?

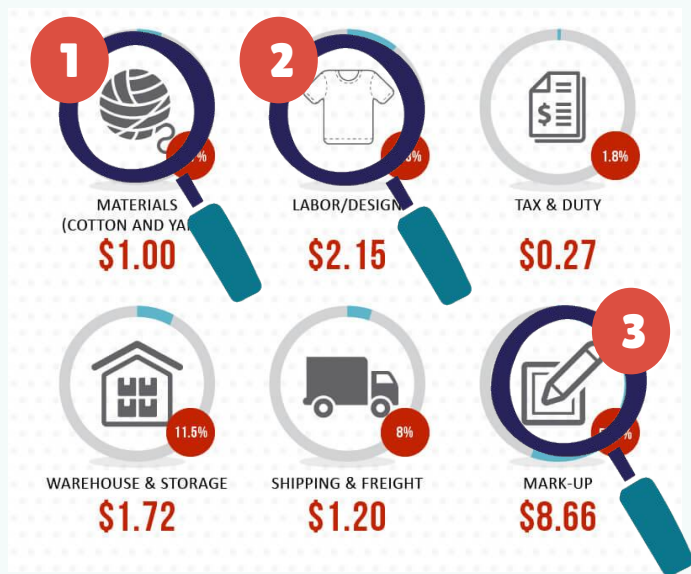
3

Involved in sustainable initiatives: **research & development, repair services, secondhand options?**



REDRESS

LET'S GIVE OUR PRICE TAGS A CLOSER LOOK!



1

Using **sustainable materials** and **production processes**?

2

Paying **fair wages** to their workers?

3

Involved in sustainable initiatives: **research & development, repair services, secondhand options**?

Sustainable Fashion

1

**MATERIALS &
PRODUCTION**

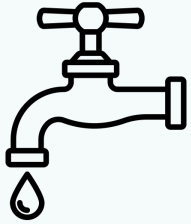
2

**LABOUR &
COMMUNITY**

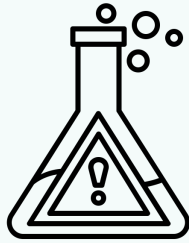
3

**SUSTAINABLE
SERVICES**

Materials & Production



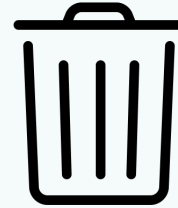
Less
Water



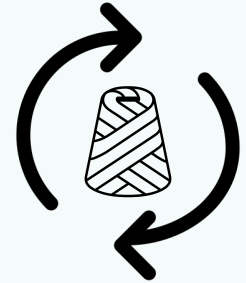
Less
Chemicals



Less
Energy



Less
Waste



More
Recycled
Fibres

Materials & Production



More Recycled Fibres



Check the percentage of recycled materials
The higher, the better !



REDRESS



BBC NEWS

Sustainable Fashion

1

**MATERIALS &
PRODUCTION**

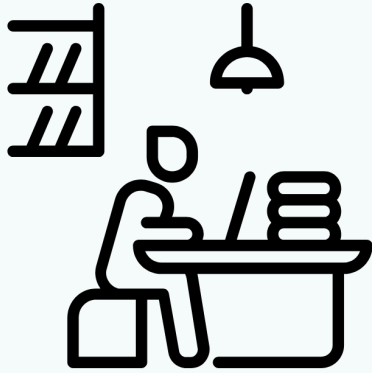
2

**LABOUR &
COMMUNITY**

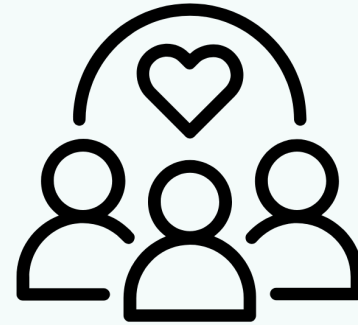
3

**SUSTAINABLE
SERVICES**

Labour & Community



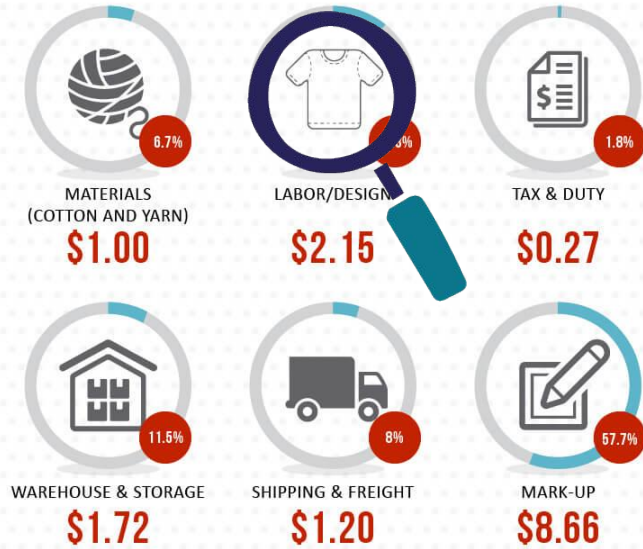
Good working
conditions for workers



Support
communities

Labour & Community

\$15 SHIRT COST BREAKDOWN BY PERCENTAGE



WORLD
ECONOMIC
FORUM

[Join us](#)

[Sign in](#)

Explainer: What is a living wage and how is it different from the minimum wage?

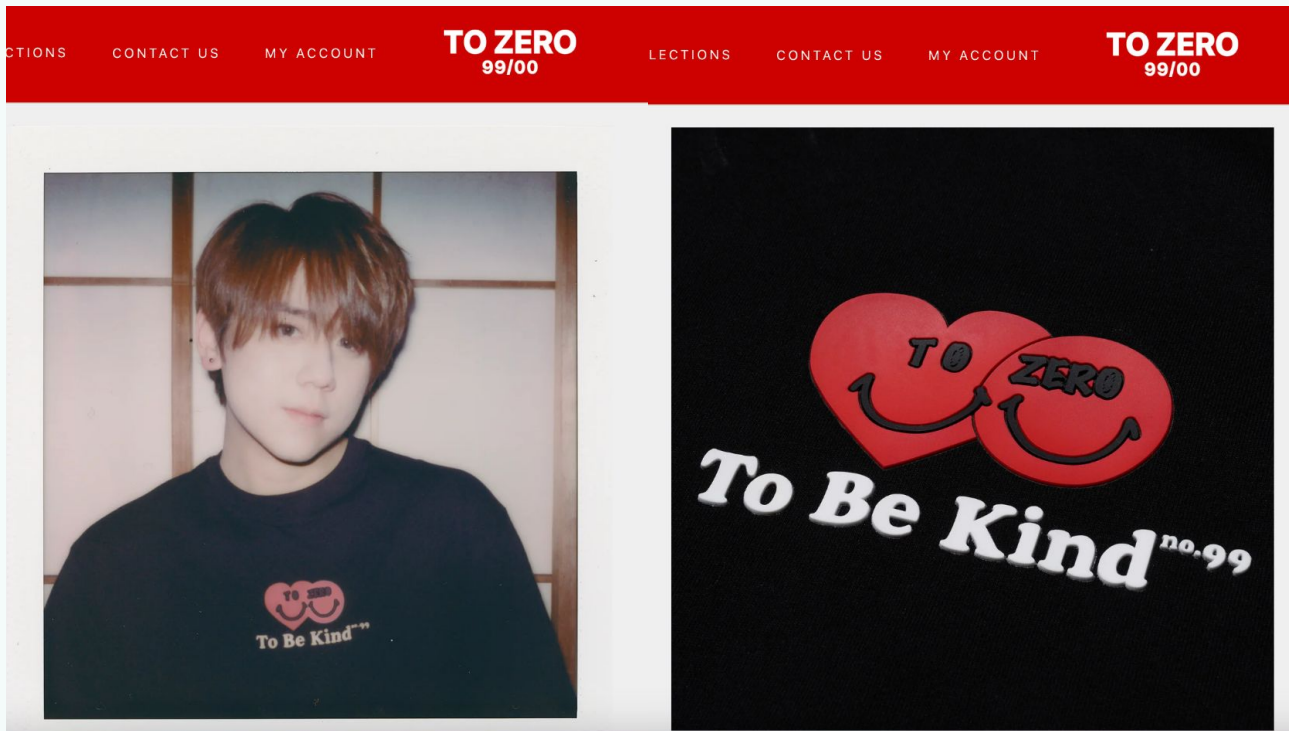
Apr 9, 2024





REDRESS

Labour & Community



Labour & Community

Thinx: shop learn discover sale Find Your Perfect Pair create a Set

GET BODYWISE

empowering all who pee and bleed with shame-free body literacy



Sustainable Fashion

1

**MATERIALS &
PRODUCTION**

2

**LABOUR &
COMMUNITY**

3

**SUSTAINABLE
SERVICES**

Sustainable Services

TAKEBACK PROGRAMME

Collecting unwanted clothes



Sustainable Services

REPAIR SERVICES



WASTE



USAGE



See beyond the
PRICE TAG!





REDRESS

SUSTAINABLE CONSUMERS:
MINDFUL &
CONSCIOUS!



QUESTIONS?

LEARN MORE:

www.redress.com.hk



RedressAsia



@GetRedressed



REDRESS

