



PRESS RELEASE

Redress Launches Get Redressed Month in May 2025 to Inspire Urgent Consumer Action

This year's theme "Your Clothes, Our Planet" invites Hong Kongers to rethink wardrobe choices for a greener future



A depiction of a 'typhoon' of clothing highlights the issue of clothing waste in Hong Kong and its impact on the planet

[2 May 2025, Hong Kong] – Redress, the pioneering Asia-focused environmental NGO committed to accelerating the transition to a circular fashion industry, announces its 8th annual 'Get Redressed Month' campaign, taking place this May. The campaign invites Hong Kongers to take a closer look at how their wardrobes impact the environment and explore fun, creative and easy ways to make fashion more sustainable.

According to the World Meteorological Organization, Asia is experiencing significant climate change impacts, with warming trends intensifying rapidly in recent years.

The Get Redressed Month theme "Your Clothes, Our Planet," together with this year's visual, highlight the reality of extreme weather to underscore the urgent need to mitigate the fashion industry's environmental impact—an issue that Redress is dedicated to addressing by promoting a circular fashion economy.



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In Hong Kong, an average daily quantity of 402 tonnes of textiles were landfilled in 2023¹, equivalent to 17,480 suitcases of textiles discarded every day², which release methane as they decompose.

As Hong Kong's largest consumer awareness campaign on circular fashion, Get Redressed Month 2025 will engage the community through a variety of impactful activities, including mass clothing drives, a Sort-a-thon, educational talks, and informative exhibitions, all designed to educate and encourage individuals to reconsider their wardrobe choices for a more sustainable future.

From 1 May to 16 June, the Hong Kong public is encouraged to join the following Get Redressed Month 2025 initiatives, featuring key activities such as:

- **Get Redressed Clothing Drive:** Drop off unwanted clothing and accessories at any of the 70 public collection locations. These garments will be redistributed to charity partners, resold, or downcycled. [Locations can be found here.](#)
- **'Redressing the Future: Circular Solutions for Fashion Waste':** Discover the environmental impact of fashion with this interactive, multisensory exhibition from Redress, exploring the critical issues of overproduction and overconsumption while celebrating positive design solutions and opportunities. [Details here.](#)
- **Sort-A-Thon in June:** Corporate and community volunteers will sort clothes collected from the campaign for redistribution, resale at Redress' pop-up store, or reuse through a network of partner charities.

Hong Kong residents can adopt other closet-conscious practices, such as making thoughtful purchases, properly caring for their garments, participating in clothing swaps, and opting for secondhand shopping. Redress provides a comprehensive directory of secondhand clothing shops [in Hong Kong on its website](#), along with a variety of additional resources.

"Fashion is one of the most polluting and energy-intensive industries, significantly harming our planet and driving climate change at an alarming rate," stated Christina Dean, Founder and Board Chair of Redress. "Addressing the fashion industry's carbon footprint has never been more crucial. We aim to inspire collective action, demonstrating that even small, conscious shifts in behaviour can yield powerful impacts on our planet."

Since its inception in 2018, Get Redressed Month has driven significant sustainable change across Hong Kong, empowering the community to take action. Last year alone, 99% of the 17 tonnes of unwanted clothing collected during the campaign were successfully redistributed, yielding notable environmental benefits.

¹ Environmental Protection Department, HKSAR. 2024. Monitoring of Solid Waste in Hong Kong: Waste Statistics for 2023

² Estimation by Redress, based on a 23kg suitcase



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Schools will also play a vital role in this movement, with students—who will become the future pillars of society—participating in Get Redressed Day by wearing second-hand clothing for a day or hosting mini pop-up shops featuring clothes collected at their schools.

The Campaign

Inspired by Hong Kong's unusually prolonged typhoon season and the increasing frequency of severe storms globally, the eye-catching image of a clothing typhoon over Victoria Harbour aims to raise awareness and inspire Hong Kongers to make mindful changes to their clothing habits.

The campaign is made possible through the support of major sponsor, Swire Properties Limited, our logistics sponsor UniGroup Asia, alongside PR partner FINN Partners and Bronze sponsors Crystal International Group Limited and KPMG.

May Lam-Kobayashi, Deputy Director of Public Affairs at Swire Properties Limited, remarked, "Get Redressed Month offers our team an exceptional opportunity to champion sustainability in fashion. We look forward to the annual Sort-a-thon, where we can witness the inspiring transformation of clothing waste into valuable resources. As the Major Sponsor of Get Redressed Month 2025, we are proud to provide our venues to support this initiative. Furthermore, the active participation of our dedicated Community Ambassador team highlights our unwavering commitment to this important cause."

Joseph Lai, General Manager at UniGroup Asia, added, "By supporting Get Redressed Month, we can utilise our logistics expertise to promote sustainable fashion within the community. We take pride in partnering with Redress on this crucial campaign that fosters awareness and drives action towards a greener future."

Learn more about [Get Redressed Month 2025 here](#).

High-resolution images available for download [here](#).

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Media Enquiries

Alisa Chen | +852 2285 4414 | alisa.chen@finnpartners.com

About Redress

Redress is a Hong Kong-based, Asia-focused environmental NGO on a mission to accelerate the transition to a circular fashion industry. By educating and empowering designers and consumers, Redress aims to reduce clothing's negative environmental impact. Our programmes primarily target fashion designers and consumers, but we also collaborate with brands, manufacturers, research institutions, schools, and corporations to create better ways to design, produce, purchase, use, and recycle clothing. Although our work has a global reach, we are



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proudly Asia-focused, as Asia is the world's largest producer and consumer of textiles and apparel.

About Get Redressed Month:

Since launching in 2018, Get Redressed Month has become Hong Kong's largest consumer awareness campaign promoting circular fashion. This month-long initiative brings together over 100 local corporations, clubs, organizations, schools, and the general public to raise awareness about the environmental impact of clothing choices and encourage sustainable habits.

Supporting Statistics

1. **Textile Waste:** Every second, the equivalent of one rubbish truck of textiles is landfilled or burned.¹
2. **Water Usage:** The fashion industry consumes nearly 79 billion cubic meters of freshwater annually, a figure projected to rise by 50% by 2030.²
3. **Biodiversity Impact:** The textile industry accounts for a significant portion of global biodiversity loss.³
4. **Climate Change:** According to the IPCC, human influence has been a significant driver of climate change, leading to more frequent and severe weather events.⁴
5. **Regional Impact:** According to the United Nations and the World Meteorological Organization (WMO), Asia is experiencing rapid climate change impacts, with the region heating up faster than the global average.⁵
6. **Local Impact:** In Hong Kong, an average daily quantity of 402 tonnes of textiles were landfilled in 2023, equivalent to 17,480 suitcases of textiles landfilled every day.⁶

¹ Ellen MacArthur Foundation (2017), *A New Textiles Economy: Redesigning Fashion's Future*.

² Global Fashion Agenda & The Boston Consulting Group (2017), *The Pulse of the Fashion Industry*.

³ Circle Economy, 2024, *The Circularity Gap Report, Textiles*.

⁴ [IPCC AR6 Synthesis Report](#).

⁵ [WMO Report](#).

⁶ Environmental Protection Department, HKSAR. 2024. *Monitoring of Solid Waste in Hong Kong: Waste Statistics for 2023*.