



REDRESS

GET REDRESSED MONTH

2026 INFORMATION PACK

Company | University | Organisation

GET
REDRESSED
MONTH
2026

**YOUR CLOTHES,
OUR PLANET.**





ABOUT GET REDRESSED MONTH



Every day, Hong Kong sends a staggering **402 tonnes of textile waste to our landfills.**

Since its launch in 2018, Get Redressed Month has been mobilising organisations and the public to reduce clothing waste. This year, we offer companies and universities to join **3 key activities** that engage your team and the public in meaningful actions:

1. CLOTHING DRIVE

Redress will deliver and pick up clothing collection boxes to and from your venue(s), giving your community an easy way to drop off unwanted clothing and give them a new life.

2. THE DENIM CHALLENGE

A game-based, team-building learning session that enables participants to gain a deeper understanding of the impact of the fashion industry.

3. SORT-A-THON

Clothes collected from the Clothing Drive will be carefully sorted and categorised for recirculation. During this activity you will join 400+ participants to sort clothes in a fun atmosphere.

WHY JOIN GET REDRESSED MONTH?

Get Redressed Month is so much more than just clothes - it's an initiative that encompasses **change-making, educational** and **hands-on activities** within 1 powerful campaign. This is a chance for your organisation to lead with purpose by **joining a cause that matters**.

- **Join leading changemakers**
Join over 300+ organisations who have already taken the lead in creating impact.
- **Drive change through actions**
Make a real difference by engaging in activities that support your CSR commitments.
- **Celebrate team building**
Bond with your team outside the office for a rewarding volunteering experience.
- **Learn about our impact**
Explore the environmental impact of fashion in an engaging, interactive way.

By signing up, your organisation becomes part of something far bigger — a **collective force for positive change**.

SIGN UP NOW!



1. CLOTHING DRIVE

In May, simply place the provided clothing collection boxes in a visible area where items can be **easily dropped off by your community**.

- Be part of a city-wide campaign to collect and recirculate unwanted clothes, making fashion more circular
- For every 2 boxes your organisation signs up for, **Redress will provide 2 FREE boxes** to a school

Redress will provide:

- Boxes delivery by the last week of April 2026 and pickup the first week of June 2026
- Boxes that are designed to indicate what clothing items are accepted and where the collected clothing will go
- A poster to help you promote the clothing drive
- A factsheet on the environmental impact of the fashion industry

Last year, **166** collection points participated in the clothing drive.

** If you are a retailer or have a space that is publicly accessible, your location(s) will be featured on our map of public collection points*



2. THE DENIM CHALLENGE

Explore the complex realities of sustainability and **learn about the environmental impact of the fashion industry** through the lens of denim production.

Step into the shoes of various industry stakeholders and **collaborate with team members** to carefully weigh the impact of your decision at each stage of the process of creating a pair of jeans. Your team will **debate, discuss, and make trade-offs** to gain a deeper understanding of the **social, economic, and environmental** impacts of the fashion industry.

Join us for this fun team activity inspiring us to rethink how to **make better choices for our wardrobes!**

- A fun **team-building** activity
- In Cantonese or English
- **Interactive** and team-oriented
- Up to 30 participants
- Facilitated by Redress, in-person only



3. SORT-A-THON

Clothing collected through the Clothing Drive must be carefully sorted into categories before being **recirculated**. This large-scale sorting event calls for all hands on deck to ensure the items **have the best chance at a new life**.

- 3-hour volunteering activity filled with purpose
- High level of interaction and engagement
- Max. 12 participants per team
- Be part of 400+ company volunteers
- Play a vital role in supporting local charities

Support from Redress:

- Detailed briefing
- Full operation management
- Provide refreshments, music, and fun games!

Last year, we sorted **17.9 tonnes of clothing!**

Watch what happened during Sort-A-Thon 2022 [HERE!](#)

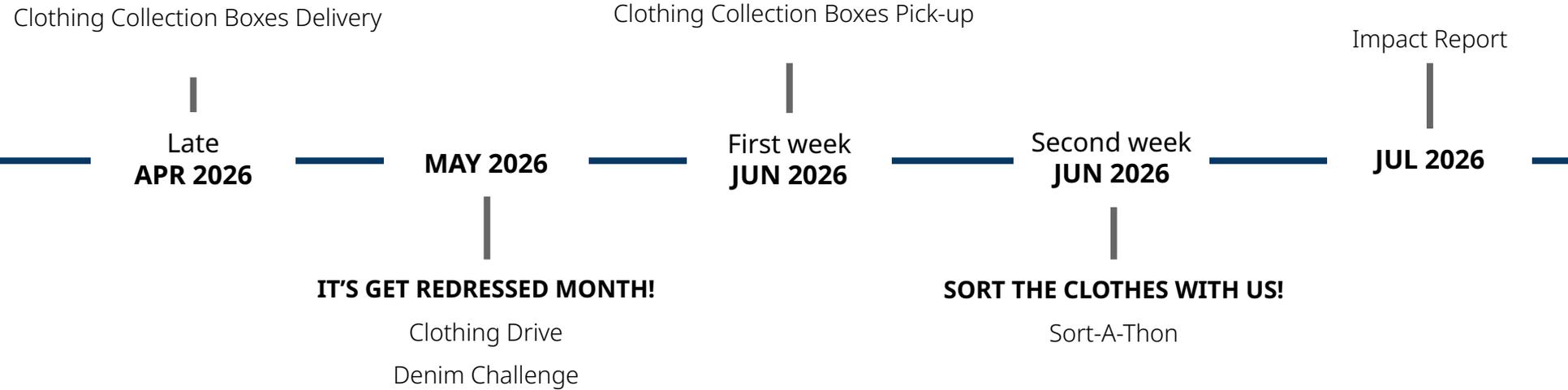


ACTIVITY FEE

Activity	Participation Fee	Early Bird Fee <i>Sign-up before 5th Feb 2026</i>
<p>1. CLOTHING DRIVE <i>Sign-up deadline: 3 APR 2026</i></p> <p><i>*2 boxes per location</i> <i>*Each floor counts as 1 location</i></p>	HKD 4,000	HKD 3,500
	HKD 1,000 for each additional location	
<p>2. THE DENIM CHALLENGE <i>Limited availability, first come first served.</i></p>	HKD 5,000 for 10 - 30 participants	
<p>3. SORT-A-THON <i>Limited availability, first come first served.</i></p>	HKD 5,000 per team of 12 participants	
<p>SPECIAL PACKAGE <i>Activities are fixed and cannot be modified</i></p>	<p>HKD 13,500 bundled participation - save 10% on individual rates. Includes:</p> <ul style="list-style-type: none"> - Clothing drive in 2 locations, with 2 boxes per location (total 4 boxes) - 1x Denim Challenge for up to 30 participants - 1x Sort-a-Thon team for up to 12 participants 	

SIGN UP HERE!

TIMELINE



SCHOOL ENGAGEMENT

Thanks to the participation fees paid by companies and organisations, we can offer Get Redressed Month activities to primary and secondary students **FREE OF CHARGE**.

This upcoming Get Redressed Month 2026, your involvement will empower thousands of students across Hong Kong to participate by:

1. Hosting a **clothing drive** to support circularity
2. Inviting Redress for **educational talks** that inspire change
3. Holding a **"Get Redressed Day"** to celebrate swapping, borrowing and wearing secondhand
4. Running a **second-hand pop-up shop** in school to understand concepts of reuse and resale

Together, we are equipping the next generation with the knowledge and passion to lead a sustainable future. Your support truly makes this possible.

[Learn more about school activities](#)



GRM 2025 HIGHLIGHTS



17.9
TONNES
COLLECTED



166
CLOTHING
COLLECTION
POINTS



56
MEDIA
COVERAGE



3400+
STUDENTS
REACHED



99%
REDISTRIBUTED
TO CHARITIES



10 Million+
AUDIENCE
REACHED

View the Get Redressed Month 2025 Impact Report



MARKETING-INTERACTIVE Region: Hong Kong Change ▾

Partner Insights News Analysis Agencies Media Opinions Brand Highlights Tech Events ▾

Redress promotes secondhand fashion with annual campaign

Published 14 May 2025
Author myNEWS

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！為促進消費者以環保及可持續方式購買衣物，為政府提供建議，Redress 最近舉辦名為「衣物再生月」，透過一系列活動，教育及推動市民正統衣物回收及款式，讓衣物物盡其用。

反思衣物的消費模式 對環境影響

今年「衣物再生月」以「你的衣物編織我們的未來」為主題，以以「回收實用建議」為導向，讓市民了解如何處理舊衣物，並提高對環境保護的意識。

「衣物再生月」將於 5 月 14 日至 5 月 24 日舉行。

rhk 粵語新聞 English News
HONG KONG living

Redress 舉辦「衣物再生月」設 70 個收集點

Redress 舉辦「衣物再生月」設 70 個收集點

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

Get Redressed Month at Redress

GRM 2025 PARTICIPANTS

GET REDRESSED MONTH 2026

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Bronze Sponsor



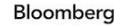
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REDRESS

Accelerating the change to a circular fashion industry by educating and empowering designers and consumers

We are 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, in order to reduce clothing's negative environmental impacts.

We work with consumers, designers, brands, manufacturers, research institutions, schools, nonprofits, government, and corporations to explore and promote better ways to design, produce, purchase, reuse, and recycle clothing.

www.redress.com.hk

COMMON FAQ

Clothing Drive:

Can we know more about the delivery and pickup of the collection boxes?

Boxes will be delivered to your venue(s) last week of April 2026 and picked up by the first week of June 2026. Our team will email you the exact dates of delivery and pick-up in late March 2026.

What will Redress provide for the clothing drive?

- The production, delivery, and pickup of the clothing collection boxes, which are designed to indicate what clothing items are accepted and where the collected clothing will go
- An update on the quantity your organisation has collected (shared in June)
- A poster to help you promote the clothing drive
- A factsheet to provide knowledge about the environmental impact of the fashion industry

Where will the clothes go?

Items collected will be sorted into different categories at the Sort-a-Thon event. After they are carefully checked, they'll be redistributed: 50%-60% will be given to local charities, 20-30% will be downcycled, 10%-15% will be resold at our pop-up/shops. Only damaged non-textile items (broken shoes, plastic bags, etc) will go to landfill, which represents less than 4%.

What about clothes that cannot be reused?

Clothes that have reached the end of their 'wearable' life (e.g. used personal items like underwear, socks, sleepwear, and swimwear, or really worn out/stained/damaged items), or clothes that our charity partners don't want (e.g. company/school uniforms), are difficult for us to deal with. Globally, including in Hong Kong, there is a lack of viable recycling technologies to deal with these 'bottom layer' clothes at scale. At the moment, Redress is working with a partner in Hong Kong to *downcycle* these items, by shredding the materials and using them to produce boxing bags (to be sent to Thailand boxing schools). Metal pieces (zipper, buttons) are removed at the shredding process to be recycled separately. Each boxing bag requires approximately 40-50 kg of shredded materials. We also send some unwearable to HKRITA to support the development of their Green Machine, which allows fibre-to-fibre recycling for blended textiles.

COMMON FAQ



Sort-a-Thon:

I would like to volunteer at the Sort-A-Thon as an individual. How can I sign up?

Individual volunteer sign-ups will open in May 2026, please stay tuned! Individual volunteers are so important to help us run the event smoothly, please note that their role will be to help with the logistics and running of the event, whereas the corporate volunteers will take care of the clothing sorting.

Can we have more than 12 per team for Sort-a-thon?

At the moment 12 people per team has been planned due to space limitations. If you have any questions please email us at grm@redress.com.hk

Can I bring my children to Sort-a-Thon?

Children are encouraged to participate in Get Redressed Month activities through their schools. The Denim Challenge and Sort-a-Thon are for participants over 18 years old only.

Others:

Where do the participation fees go?

Company/organisations participation fees cover the operational costs of running Get Redressed Month, and help provide primary and secondary schools with free participation in the Get Redressed Month activities.

Which charities do you work with?

The majority of wearable items are redistributed to our network of 20+ local charity partners for reuse by their beneficiaries, including Crossroads, Caritas, YWCA, ImpactHK, Christian Action, and many more.

ANY QUESTION?

Reach out to us — we're here to help!

Vannesa Yeung
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BECOME A KEY SPONSOR FOR THE CAMPAIGN

Join forces with us beyond participation! Consider supporting the campaign as a key sponsor with Gold, Silver, and Bronze level packages available.

Advance your CSR and sustainability goals, support local communities, and gain visibility through prominent branding and communications across one of Hong Kong's largest sustainability campaigns.

Please email colette@redress.com.hk for more information.

