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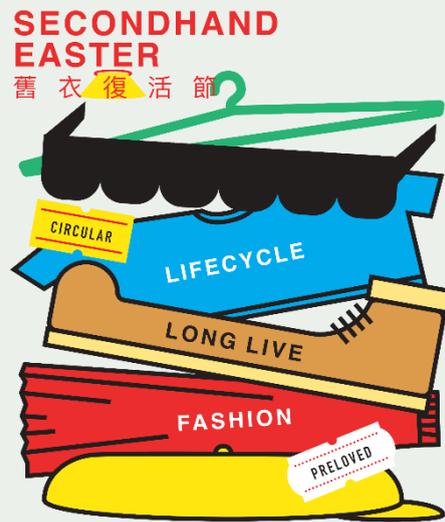
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FOR IMMEDIATE RELEASE

5 March, 2026

Hong Kong's First United Push for Secondhand Fashion Festival 'Secondhand Easter' Launches at Hopewell Mall on 3.27

St. James' Settlement – Green Ladies, Redress, JupYeah, and Retrovert Join Forces
to Promote Local Circular Fashion



'Transforms the stark reality into action, keeping local clothes in local loops'

This Easter, four organisations dedicated to transforming preloved clothing into valuable resources — St. James' Settlement – Green Ladies, Redress, JupYeah, and Retrovert, join forces to present '**Secondhand Easter**', the city's first large-scale secondhand fashion festival to drive Hong Kong's circular fashion movement. The event is supported by MTR Corporation, with the venue sponsored by Hopewell Mall and will unfold at the atrium of Hopewell Mall from 27 to 29 March. Featuring an all-in-one marketplace, pop-up swap and workshops, the festival offers fashion lovers the chance to swap, share, shop high-quality preloved clothing and extend the lifecycle of clothing under one roof.

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The Local Solution to Hong Kong's Fashion Waste Crisis

Redress's insightful 2025 report, *Hong Kong's Clothing Waste – Local Challenges and Opportunities* reveals the scale: 402 tonnes of textiles were landfilled daily in 2023,

much of it clothing brimming with untapped value. As overseas secondhand fashion brands flood the local market, preloved fashion surges in popularity. Yet the most effective way to maximise sustainability lies in keeping clothing in circulation for longer. By choosing secondhand garments that are collected, sorted, and re-circulated right here in Hong Kong, carbon emissions associated with transporting imported clothing and individual wardrobe footprints could be minimised. This approach also helps support organisations that promote local fashion circularity and create local employment opportunities.

At its vibrant heart, **'Secondhand Easter'** brings together four local circular fashion pioneers, including St. James' Settlement – Green Ladies (Hong Kong's first environmental social enterprise operating on a consignment model. Since 2008, it has operated multiple physical shops citywide, collecting and selling quality secondhand women's fashion. Through workshops and collaborations with corporate partners and institutions, the enterprise aims to change the general public's perception of secondhand fashion while providing sustainable employment opportunities for middle-aged women.), Redress (the Hong Kong-based, Asia-focused environmental NGO with a mission to accelerate the change to a circular fashion industry, empowering consumers through educational activities, popup shops, and brand collaborations for garment collection.), JupYeah (Hong Kong's only swap-focused NGO—for 14 years, the driving force behind the city's swap culture, creating vital channels to cut waste and over-shopping when downstream options for preloved goods were scarce.), and Retrovert (One of Hong Kong's best-known secondhand clothing social enterprise among young local shoppers, cultivating secondhand fashion consumption culture through experiential retail, events and educational programs.), co-hosting a secondhand fashion market and 'fashion swap' event.

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Various local organisations will lead hands-on workshops, repair services, and creative sessions to help participants understand how garments can be cherished longer, including:

1. Fashion Clinic, the Fashion Surgeons: Masterclasses in redesign, restore, and repair—visible mending that reignites joy.
2. Alize Lam, Designer and upcycling artist: To lead the Tee Knitter Workshop, a hands-on experience that transforms textile waste into cylindrical tote bags, giving discarded fabrics a refreshing second life.
3. Sheung Wan Sewing Squad by onebite SOCIAL: Neighbourhood seamstresses offering on-site alterations to revive cherished pieces.
4. Stitchmate, the Hong Kong Textile Craft Culture Self-media: Intimate hand-mending experiences awakening the artisan within.
5. If Or See You, Independent upcycling fashion brand: Create upcycled accessories with a timeless twist — master the smocking technique with our Refashion Designer.

Empowering Communities in Need Through Secondhand Fashion

With the support of MTR Corporation, the event will provide communities in need with suitable secondhand workplace attire, complemented by styling advice to help participants building confidence and enhancing their professional image in job interviews or workplace settings. This initiative simultaneously promotes upcycling, demonstrates corporate social responsibility, and supports personal development — fostering a culture of social inclusion and sustainability.

Beyond Shopping, Raising Awareness of the Circular Fashion Ecosystem

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We believe that by making preloved fashion accessible, aspirational, and irresistible, the public will be encouraged to prioritise swapping, shopping secondhand, repairing, or upcycling over purchasing brand-new items. Event details are as follows:

'Secondhand Easter', the Secondhand Fashion Festival

Date: 27-29 March 2026, 12PM-8PM

Venue: Atrium, 3/F, Hopewell Mall, 183 Queen's Road East, Wan Chai, Hong Kong

Admission: Free entry to the preloved fashion market; HKD50 for the Pop-up swap; selected workshops and activities require registration.

More event details: <https://bit.ly/secondhandeaster>

Photo Caption: Organised by four local fashion circularity organisations, the 'Secondhand Easter' secondhand fashion festival will take place from 27 to 29 March at the atrium of Hopewell Centre in Wan Chai.

About St James' Settlement - Green Ladies

Green Ladies is a social eco-enterprise under St. James' Settlement that promotes fashion reuse and employment for middle-aged women. Established in 2008, it operates Hong Kong's first consignment-based secondhand womenswear platform, collecting and curating high-quality fashion and accessories to extend their life while fostering greener consumption habits and empowering women through stable work opportunities.

gl.sjs.org.hk | Instagram: [@sjsgreenladies](https://www.instagram.com/sjsgreenladies) | Facebook: [@sjsgreenladies](https://www.facebook.com/sjsgreenladies)

About Redress

Redress is a Hong Kong-based, Asia-focused environmental NGO on a mission to accelerate the transition to a circular fashion industry. Through education for

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consumers and designers with programmes such as the Redress Design Award and its citywide Clothing Collection Programme, Redress works with brands, schools, and communities to reduce textile waste, keep clothing in circulation for longer, and reduce fashion's environmental footprint.

redress.com.hk | Instagram: [@getredressed](https://www.instagram.com/getredressed) | Facebook: [@RedressAsia](https://www.facebook.com/RedressAsia)

About Retrovert

Retrovert is a Hong Kong social enterprise and O2O secondhand clothing platform dedicated to local fashion circularity. With a mission to 'Recycle, Reuse, Recreate', Retrovert collects unwanted garments and recirculates them through its Mong Kok store, online channels, and experiential events, while creating training and employment opportunities for young women and caregivers in the community.

Instagram: [@retrovert.hk](https://www.instagram.com/retrovert.hk) | Facebook: [@retrovert.hk](https://www.facebook.com/retrovert.hk)

About JupYeah

Founded in Hong Kong in 2011, JupYeah is a swapping and take-back platform that tackles overconsumption by making it easy and joyful to give and receive secondhand fashion. Under the motto 'Consume Less, Share Better', JupYeah organises pop-up swap events, JUPBAG, a zero-waste takeback programme with the pioneering use of reusable mailbags, redistribution programmes, and educational activities to help individuals and organisations build lighter, more circular wardrobes.

jupyeah.com | Instagram: [@jupyeah](https://www.instagram.com/jupyeah) | Facebook: [@jupyeah](https://www.facebook.com/jupyeah)

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