



FOR IMMEDIATE RELEASE

## Redress Launches Get Redressed Month 2026 to Drive Circular Fashion Choices

*This year's theme 'Keep it. Wear it. Share it.' invites Hong Kongers to take simple actions toward reducing clothing waste*



**[30 April 2026, Hong Kong]** – Redress, the Hong Kong-based, Asia-focused environmental NGO working to reduce fashion's negative environmental impacts, returns with its 9<sup>th</sup> edition of Get Redressed Month, Hong Kong's largest circular fashion consumer awareness campaign. Taking place throughout May, the campaign empowers Hongkongers to take simple, practical steps to keep clothing in circulation for longer, reducing its impact.

The need for urgent action is clear: in Hong Kong, 400 tonnes of textiles were sent to landfills daily in 2024, equivalent to 17,391 suitcases of clothing discarded every day<sup>1</sup>. Alarmingly, according to a Redress study almost one-third of clothing in local wardrobes is never or rarely worn<sup>2</sup>, 2 in 5 people keep clothes for one year or less<sup>3</sup>, and 30% of Hongkongers throw unwanted clothing directly into the bin<sup>4</sup>.

"Fashion holds enormous power, shaping how we express ourselves to others. But the current fashion system has us treating garments increasingly as disposable, despite the vast resources that go into making them," says Dr. Christina Dean, Founder and Chair of Redress. "This throwaway culture is creating a crisis of waste."

This year's theme, 'Keep it. Wear it. Share it.', breaks down circular fashion into simple daily actions to extend clothing lifespan, give garments a new life, and build mindful wardrobe habits.

<sup>1</sup> Environmental Protection Department, HKSAR. 2025. Monitoring of Solid Waste in Hong Kong: Waste Statistics for 2024. Estimation by Redress, based on a 23kg suitcase.

<sup>2</sup> Redress (2020), "Clothing Consumption, Usage, and Disposal Habits in Hong Kong Study"

<sup>3</sup> Redress (2020), "Clothing Consumption, Usage, and Disposal Habits in Hong Kong Study"

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## How to Get Involved

From 1 May to 31 May, the Hong Kong public is encouraged to join the following Get Redressed Month 2026 initiatives, featuring key activities such as:

- **Get Redressed Clothing Drive:** The public can drop off unwanted clothing and accessories at any of the **65 public collection points**, while 95 private collection points are hosted internally in participating offices and schools. These garments will be redistributed to charity partners, resold, or downcycled. [Public points can be found here.](#)
- **Watch and share our ‘Keep it. Wear it. Share it.’ campaign videos:** Explore the meaningful impact behind these simple daily actions and see how fellow Hongkongers are putting them into practice. [Watch here.](#)
- **Spotting the ‘Keep it. Wear it. Share it.’** campaign on MTR trackside screens and sharing the message on social media using #GetRedressedMonth2026
- **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. Volunteer opportunities to be announced.

The campaign is made possible through the support of venue sponsor Swire Properties Limited, logistics sponsor Asia United Group as well as silver sponsor Chinachem Group and bronze sponsors Crystal International Group Limited and KPMG.

Joseph Lai, General Manager of Asia United Group and logistics sponsor of Get Redressed Month 2026, says, "At Asia United Group, formerly Unigroup Asia, we remain deeply committed to driving positive environmental change and supporting community-led sustainability. Returning as logistics sponsor for the second year, our partnership with Redress has only grown stronger and we are excited to help make circular fashion accessible to all Hongkongers. We're honoured to play our part."

Beyond the May campaign, Redress continues to make extending the life of clothes simple and accessible through year-round clothing collection programmes, clothes-sorting sessions, and other educational activities. All resources and activities can be found [here](#).

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

## Media Enquiries

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## **Editors' Notes**

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

### **About Get Redressed Month:**

Since its launch in 2018, Get Redressed Month has been Hong Kong's largest consumer awareness campaign about circular fashion. Organised by Redress, this local, annual, month-long campaign mobilises 100+ companies, clubs, organisations, schools, and the general public to raise awareness about the environmental impact of our clothing choices and shift attitudes and habits towards reducing clothing waste.