

## REDRESS DESIGN AWARD WINNER INSPIRES CONSUMERS TO DEMAND MORE SUSTAINABLE FASHION CHOICES

*Amid rising textile waste crisis, environmental NGO Redress' world-leading sustainable fashion competition winner proves that designing out waste is one of fashion's biggest opportunities*



**[3 September 2026, Hong Kong]** Redress, the Hong Kong-based, Asia-focused environmental NGO accelerating circular fashion, announced the winner of the Redress Design Award 2026, the world's leading sustainable fashion design competition, at a star-studded runway finale at CENTRESTAGE, Asia's annual fashion showcase. The finalists' runway collections, designed using circular techniques including factory surplus, discarded garments, excess new stock, furnishings waste, tackled the global textile waste crisis and highlighted what most fashion consumers do not realise: an estimated 80% of a product's environmental impact is locked in at design stage<sup>1</sup>, long before the clothes hit the shop floor.

"My generation of designers won't be judged just on aesthetics. We must understand circularity - durability, reparability and recyclability - from the drawing board to fill the racks with what more consumers hope to buy. Coming into this wasteful fashion industry is intimidating and we must respond with courage," said Jon Liesenfeld, from Germany, Redress Design Award 2026 First Prize Winner, who outdesigned seven other finalists from Hong Kong, Chinese Mainland, United Kingdom, Austria, and Israel.

As Lead Sponsor, the Cultural and Creative Industries Development Agency (CCIDA) has supported the Award as a cornerstone project for 14 consecutive years. "Creativity and sustainability have never been more closely intertwined than they are today" shared Drew Lai, Commissioner for Cultural and Creative Industries, CCIDA "We take great pride in the legacy of the Awards: over 350 alumni across more than 40 regions, many of whom have gone on to translate circular design principles into thriving, real-world practice — a clear testament to the Award's wide-reaching impact".

### The fashion industry must reinvent itself - from the drawing board up

<sup>1</sup> European Commission: Directorate-General for Enterprise and Industry and Directorate-General for Energy, Ecodesign your future – How ecodesign can help the environment by making products smarter, European Commission, 2012

Textile waste is a global crisis, with an estimated 120 million tonnes generated annually, of which 80% ends up in landfills or being incinerated<sup>2</sup>. The global textile industry is only 0.3% circular<sup>3</sup>.

“Whilst the fashion industry faces serious challenges - from geopolitical pressures, inflation, complex global supply chains to incoming legislation - it is catastrophically still on its wasteful, runaway trainwreck,” said Dr. Christina Dean, Founder, Redress. “Circularity is flat-lining despite circular textile business models being estimated to generate US\$700 billion in economic value by 2030<sup>4</sup> and whilst clothing waste sky rockets, which will be exacerbated by global dominance of ultra fast fashion brands. Redress’ work to catalyse circular fashion is critical and our educational movement has reached millions of designers in almost 100 countries worldwide,” she said.

All finalists join Redress’ Alumni global network of 350+ designers who continue sparking solutions. Alumnus Kevin Germanier closed Paris Couture Week this spring with a collection made entirely from LVMH-owned brands’ excess inventory across. Alumnus Angus Tsui and Eric Wong have transformed retired DHL courier uniforms into accessories.

Upcycling continues moving mainstream, with LVMH Group, Miu Miu, Coach, Uniqlo, Converse, Wrangler and Vivienne Westwood, developing various upcycled collections, selling its creativity and uniqueness rather than sustainability alone.

Incoming regulation, particularly the European Union’s Ecodesign for Sustainable Products Regulation (ESPR), Extender Producer Responsibility (EPR) and the ban on destroying unsold clothing and footwear, have given brands more incentive to embrace upcycling than just a few years ago.

### **Redress Design Award 2026 Prizes expose winners to array of British businesses**

Jon Liesenfeld wins an educational journey to British fashion businesses; from design-led apparel manufacturers, Simple Approach who produce 50 million apparel pieces annually (*for brands including Primark and Next*); luxury womenswear brand Roksanda, worn by Her Royal Highness Catherine, Princess of Wales, Michelle Obama, Kate Blanchett and Anne Hathaway. This prize is supported by GREAT Britain & Northern Ireland Campaign.

The runner-up, Jasmine Cheuk from Hong Kong, wins a mentorship with distinguished British fashion activist and competition judge, Orsola de Castro, who has mentored Redress’ competition winners every cycle for the last decade and has been a judge since the competition’s inception. Jasmine also won the Hong Kong Best prize.

### **Redress empowers emerging designers to help close the educational skills gap**

Redress recognises the urgent need to equip designers with the skills required to narrow the educational gap within the fashion industry. An integrative review of 81 papers found that mainstream fashion design

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<sup>2</sup> Boston Consulting Group, Spinning Textile Waste into Value, August 2025

<sup>3</sup> Circle Economy Foundation Circularity Gap Report Textiles (2024)

<sup>4</sup> Ellen MacArthur Foundation (2021), Circular Business Models - Redefining Growth for a Thriving Fashion Industry

courses still “scarcely incorporate sustainability within their curricula”, underscoring the need to strengthen sustainability education through both theoretical understanding and practical application.<sup>5</sup> To date, Redress has directly educated 36,500+ fashion designers and educators and has generated 18 million views across its online educational resources.

In addition to education, Redress builds strategic industry partnerships to create real-world pathways for designers. During the Redress Design Award 2026, finalists remade discarded, unwearable post-consumer clothing waste into retail-ready collections for multi-brand fashion retailer, D-mop, in collaboration with TAL Apparel, leading global garment manufacturer. This work was delivered as part of the ‘Remake to Retail’ challenge; the resulting collection is scheduled to launch with D-mop later this year.

### Redress Design Award turns consumer concern into sustainable demand

Engaging with consumers to drive the sustainable fashion movement is critical, given rampant overconsumption and clothing underutilisation, which results in the majority of clothing being landfilled or burned within one year of production.<sup>6</sup> Whilst the majority of consumers believe brands have a responsibility to make positive change in the world<sup>7</sup>, an intention gap between what consumers think and what they do persists, whereby 71% of global consumers are concerned about sustainability in fashion, yet only 3% of them are willing to pay a premium for it.<sup>8</sup>

Through the Redress Design Award, finalists demonstrate that sustainable fashion can be desirable. By showcasing exceptional design and compelling storytelling, and by bringing remade clothing into mainstream spaces, these next-generation designers motivate consumers to actively choose more sustainable options, turning concern into demand.

### Exhibition and Public Engagement

Six sustainable Redress Alumni brands will showcase at CENTRESTAGE, including Jesse Lee, Carla Zhang, Lili Brune Jullian, Jessica Chang, Peter Fellner, and Ferrando Chan.

- **Dates:** 2–5 September 2026  
**Time:** 10am–7pm Wed–Fri, 10am–6pm Sat  
**Venue:** Booth 3D-A06, CENTRESTAGE, HKCEC, Wan Chai, Hong Kong

Following the Grand Final, the finalists' collections will be on display at the Redress Design Award Exhibition in October, offering the public and industry professionals an opportunity to experience the future of circular fashion design firsthand.

- **Dates:** 13–30 October 2026
- **Venue:** Mira Place, L2 Footbridge, 118-132 Nathan Road, Tsim Sha Tsui, Kowloon

<sup>5</sup> Sonika Soni Khar, From review to reform: designing an elective module through an integrated review on fashion sustainability, *Frontiers in Sustainability*, 2025

<sup>6</sup> UBS (2021) \$2.5trn industry at risk - What if consumers stop buying disposable clothes

<sup>7</sup> Futerra (2019), The honest generation are here. Are you ready?

<sup>8</sup> Boston Consulting Group, 2022: Consumers Are the Key to Taking Green Mainstream

- Free and open to the public

— ENDS —

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

## Media Enquiries

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## Editor's Notes

- **Data and Statistics Insights:** Redress Design Award: [Redress Design Award Additional Resources - The Issues](#)
- **Competition Criteria:** The Redress Design Award 2026 was open to global applications from emerging designers and students with less than four years' professional experience focusing on womenswear and menswear original collection designs. [Competition brief here](#).
- The **People's Choice winner**, voted by the public, was Tal Zohar from Israel.
- **Judges are:** Orsola de Castro, Author and Fashion Activist; Rachel Franklin, Director of ESG, Simple Approach; Cherry Mui, Editorial Director, Vogue Hong Kong; Rod Henderson, President, TAL Apparel Ltd; Angus Tsui, Creative Director, ANGUS TSUI and Alumnus, Redress Design Award; and Dr. Christina Dean, Founder and Board Chair, Redress.
- **Sponsors** Cultural and Creative Industries Development Agency (CCIDA) as the Lead Sponsor. Other key partners include [DHL](#) and [TAL Group](#).
- **Redress Alumni Network** offers designers ongoing support as they develop their careers in sustainable fashion.

## ABOUT

The **Redress Design Award** ([www.redressdesignaward.com](http://www.redressdesignaward.com)) is the world's leading sustainable fashion design competition that educates and empowers emerging fashion designers about circular design techniques to reduce fashion's negative environmental impacts. Organised by Hong Kong-based, Asia-focused environmental NGO Redress since 2011, the competition partners with academic institutions globally and attracts designer applicants from over 50 countries and regions to win prizes that connect them with global-leading fashion businesses to accelerate the change to a circular fashion industry.

**Redress** ([www.redress.com.hk](http://www.redress.com.hk)) is a Hong Kong-based, Asia-focused environmental NGO founded in 2007 accelerating the change to a circular fashion industry by educating and empowering designers and consumers to reduce clothing's negative environmental impacts. Locally, Redress has collected 208 tonnes of clothing for recirculation and educated 21,000+ Hong Kong students and teachers. Globally,



中華人民共和國香港特別行政區政府  
文化體育及旅遊局  
Culture, Sports and Tourism Bureau  
The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



they have directly educated 36,500+ fashion designers and teachers, amassing 18 million online views of their sustainable design educational content and building a social media reach of 46 million users.

The **Cultural and Creative Industries Development Agency (CCIDA)** ([www.ccida.gov.hk](http://www.ccida.gov.hk)), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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