

REDRESS

GET REDRESSED MONTH 2027

Participation Guide

JOIN US **IN MAY 2027!**

REDRESS

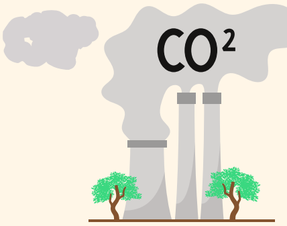
DID YOU KNOW

The environmental cost of a cotton t-shirt?

IT TAKES AN AVERAGE OF

2,700 LITRES OF WATER

2M² OF CROPLAND



11.5 KG OF CO2E

...TO PRODUCE A SINGLE COTTON T-SHIRT.

Our clothes have a huge negative impact on the environment.

Keeping clothes in use for longer is CRITICAL to prevent the depletion of natural resources and environmental pollution.

GET REDRESSED MONTH BRINGS HONGKONGERS TOGETHER TO TAKE PRACTICAL ACTION.

Join us in 2027!

GET REDRESSED MONTH 2027

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Since 2018, Get Redressed Month is Hong Kong's largest consumer awareness campaign about circular fashion. Annually, it gathers 100+ companies, clubs, schools, and citizens to raise awareness, take action, and shift attitudes around the environmental impacts of our fashion choices.

Turn sustainability goals into visible impact through hands-on activities that bring your organisation together.

CLOTHING DRIVE

Offer a convenient drop-off point where your colleagues or the public can easily give unwanted clothing a new life.

SORT-A-THON

Hands-on support for redistributing collected items, most of which go to local communities.

EDUCATIONAL TALK

Learn about the impact of our clothing footprint and how AI influences our fashion habits.

DENIM CHALLENGE

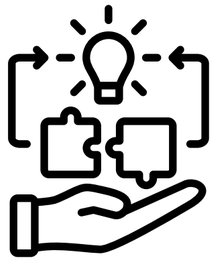
Fun informative game to play in your office.

UPCYCLING WORKSHOPS

Craft unique items from discarded fabric scraps.

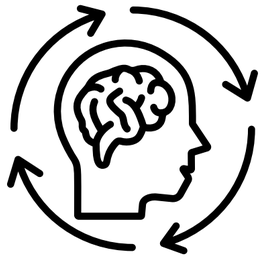
WHY ARE COMPANIES PARTICIPATING?

REDRESS



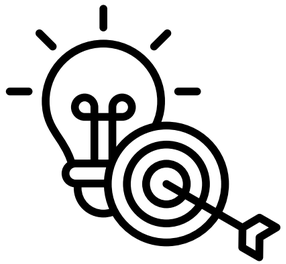
Tackle Hong Kong's Textile Waste

A staggering **400 tonnes of textiles are landfilled** every day in Hong Kong. About 95% of these textiles could be reused or recycled.



Change Local Clothing Habits

Almost **1/3 of clothing** in Hong Kong wardrobes is **never or rarely worn**. While 90% of us are willing to recycle, only around 11% of textiles are actually recycled.



Strengthen Purpose-Driven Company Culture

Over **80% of employees** say stronger ESG practices make them more likely to stay. Sustainability action is now a real driver of **retention and pride**.

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



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CLOTHING DRIVE

A city-wide initiative

Redress will send 2 of our signature, eye-catching clothing collection boxes to your registered location(s), making it easy for your colleagues, customers or the public to keep clothing in circulation.

With 160 collection points across Hong Kong in 2026, giving clothes a new life has never been easier!

Host a clothing drive by placing collection boxes in your office or venue* during May 2027.

Full logistics support included: delivery by late April 2027, pickup by early June 2027.

Support circularity with a simple, high-visibility activity.

Engaging activity for the office or the shop.

For every 2 boxes you host, Redress will provide 2 free boxes to a school!

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



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SORT-A-THON

Updated format for 2027!

Every item collected through the Clothing Drive will be carefully sorted at Sort-a-Thon before being redistributed to be reused by local charities or resold or downcycled by Redress - saving garments from landfill, one piece at a time.

We sorted 14.9 tonnes of clothing in 2026! See Sort-a-thon in action here!

Witness firsthand the impact of our clothing footprint by sorting through the Clothing Mountain.

Meet Redress' charity partners through a mini exhibition showcasing their work and the difference they make.

Activity is 2.5 hours long with up to 12 participants per team*.

Join 400+ company volunteers at this three-day event.

Games, music, and snacks to make this event both meaningful and fun!

Due to popular demand, a dedicated parents–children slot may be arranged. If your organisation is interested in forming a team of up to 6 parents and 6 children, please leave a comment upon sign-up.



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EDUCATIONAL TALK

New 2027 topics

We've updated the educational talk content with fresh, tech-forward topics: from the hidden footprint of raw materials to how algorithms shape what we buy and how to take back control.

Arrange for a talk to explore the power of making more conscious choices.

Dynamic conversation in Cantonese or English.

Open to an unlimited audience size.

1 hour per session at your office, online or in person.

What to expect:

- The material matrix: what your clothes are made of
- From greenwashing to proof: fashion's transparency issues
- Who's curating your cart? The impact of algorithms and AI
- Your wardrobe, revalued: cost, wear, and resale
- Easy ways to become a sustainable fashion consumer

If you're looking for a more tailored activity to complement the educational session that isn't on our activity list, please leave a comment upon sign-up.



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THE DENIM CHALLENGE

An informative game

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

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

In Cantonese or English

For 12 - 30 participants

1-hour per session at your office. In-person only.

What to expect:

In this game, each team will play the role of a fashion industry stakeholder and make decisions at every stage of the production of a pair of jeans. By stepping into these roles and facing real-life implications, participants will understand the delicate balance between social, economic and environmental sustainability.



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UPCYCLING WORKSHOP

Interactive workshop at your office

Participants will craft unique items from discarded fabric scraps, learning practical skills to extend the life of materials that would otherwise go to waste. Most workshops can be adapted for children.

Why not turn waste into something unique while learning practical skills?

In Cantonese or English

Up to 12 participants

1 - 1.5 hours per session at your office, in-person only

Interactive workshop to craft with your team

Learn practical skills

Facilitated by a Redress Design Award Alumni designer

What to expect:

Led by a Redress Design Award alumni designer, this upcycling workshop combines team building with hands-on creativity and take home a selfmade souvenir.

ACTIVITY FEE

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Activity options	Participation Fee
Clothing Drive Sign-up deadline: 26 Mar 2027	• **HKD4,000 for first location with 2 boxes** • HKD1,000 for each additional location **Each floor counts as 1 location*
Sort-a-Thon Limited availability, first come first served.	**HKD5,000 per team of 12 participants**
Educational Talk	**HKD5,000 for unlimited number of participants**
Denim Challenge	**HKD5,000 for 12 - 30 participants**
Upcycling Workshop	**HKD8,000 for 12 participants**

Early Bird Fee :
HKD3,500 for first location with 2 boxes
Sign-up by 29 Jan

Sort-a-Thon timetable | 5 teams per timeslot
3 June, Thursday
09:00 - 11:30 | 12:00 - 14:30 | 15:00 - 17:30 | 18:00 - 20:30
4 June, Friday
09:00 - 11:30 | 12:00 - 14:30 | 15:00 - 17:30
5 June, Saturday
10:00 - 12:30 | 13:00 - 15:30

Sign Up Here

ACTIVITY BUNDLES

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Options	What's included	Bundle Bonus
Circular	**Clothing Drive + 1 activity**: • Sort-a-thon • Educational Talk • Denim Challenge • Upcycling workshop	• **One additional complimentary location (includes 2 boxes)**
Impact	**Clothing Drive + 2 activities**: • Sort-a-thon • Educational Talk • Denim Challenge • Upcycling workshop	• **One additional complimentary location (includes 2 boxes)** • **20x HKD50 vouchers for Redress Secondhand pop-up shop**
Engage	**ANY 2 activities**: • Sort-a-thon • Educational Talk • Denim Challenge • Upcycling workshop	• **20x HKD50 vouchers for Redress Secondhand pop-up shop**

TIMELINE

Get Redressed Month 2027

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Early-bird sign-up
by 29 January 2027

Regular sign-up
by 2 April 2027

Delivery of collection boxes:
late April 2027

Clothing Drive Month:
Whole of May

Pickup of collection boxes:
Late May - Early June 2027

Sort-a-thon
3 - 5 June 2027

SCHOOL ENGAGEMENT

Participation fees from organisations help us deliver the Get Redressed Clothing Drive to primary and secondary schools across Hong Kong **FREE OF CHARGE**.

By taking part in Get Redressed Month 2027, your organisation will empower thousands of students to explore circular fashion through a hands-on Clothing Drive with their classmates and teachers. Together, they can discover practical ways to extend the life of clothing, reduce textile waste and build more sustainable everyday habits.

With your support, we can inspire and equip the next generation with the knowledge, confidence and passion to shape a more sustainable future.











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2026 HIGHLIGHTS

14.9 TONNES COLLECTED

8 LOCAL CHARITIES SUPPORTED

3,700+ PARTICIPANTS ATTENDED EDUCATIONAL TALKS

160 CLOTHING COLLECTION POINTS

230K+ VIEWS ON SOCIAL MEDIA

DISCOVER GET REDRESSED MONTH 2026'S IMPACT



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THEY JOINED US IN 2026

Venue Sponsor

太古地產
SWIRE PROPERTIES

Logistics Sponsor

Asia United GROUP

Silver Sponsor

CHINACHEM GROUP
華懋集團

Bronze Sponsors

晶苑國際集團有限公司
CRYSTAL INTERNATIONAL GROUP LIMITED

KPMG

F&B Sponsor

GreenPrice

Wellness Sponsor

PURE

SUPPORTING ORGANISATIONS

ADVANTAGE AUSTRIA
BUSINESS ENVIRONMENT COUNCIL 商界環保協會
The British Chamber of Commerce in Hong Kong 香港英商會
GS1 Hong Kong
香港印刷業商會 THE HONG KONG PRINTERS ASSOCIATION

A&O SHEARMAN
ABERDEEN MARINA CLUB
ADM CAPITAL FOUNDATION
AIA
AIGLE 1853
American Club Foundation
AMERICAN SCHOOL HONG KONG
ANTA
AVERY DENNISON MAKING POSSIBLE
BANYAN
BHSI
CATHAY
CityU 香港城市大學 City University of Hong Kong
Clifford Chance
davines FOR A GOOD LIFE
DEACONS 的近律師行
ESF RENAISSANCE COLLEGE
ESF QUARRY BAY SCHOOL
FRAGOMEN
FRESHFIELDS
GIBSON DUNN
globalpayments
Goodman
H Properties
恒隆地產 HANG LUNG PROPERTIES
THE HARBOUR SCHOOL
HAVAS
HERBERT SMITH FREEHILLS KRAMER
HKEX 香港交易所
HOGAN LOVELLS CADWALADER
香港賽馬會 The Hong Kong Jockey Club
HYATT CENTRIC
ISF 弘立
isofit
JLL
金杜律師事務所 KING&WOOD
Knight Frank
SOLUTIONS 15
Linklaters
Marriott INTERNATIONAL
MIRAMAR 美麗華集團
MORRISON FOERSTER
NOMURA
PACIFIC PLACE
Parallel 51
Paul, Weiss
PUBLICIS GROUPE
Renaissance College Hong Kong 啓新書院
信德中心 Shun Tak Centre
simmons simmons
STEPHENSON HARWOOD
TAL Apparel
Telstra
THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學
VEOLIA
THE WESTWOOD 西寧城
WHITE & CASE
withers
Woolworths Group
WYNG FOUNDATION

and more...

ANY QUESTIONS

Reach out to us – we're here to help!

Vannesa Yeung
Circular Fashion Programme Manager - Development
vannesa@redress.com.hk

BECOME A KEY SPONSOR FOR THE CAMPAIGN

Become a partner! Consider supporting the campaign as a key sponsor with Gold, Silver, and Bronze level packages available.

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

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





REDRESS

WHO IS REDRESS?

We believe in the positive power of Fashion.

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

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FAQ

Clothing Drive:

Can we know more about the delivery and pickup of the collection boxes?
Boxes will be delivered to your location(s) by the last week of April 2027 and picked up by the first week of June 2027. Our team will email you the exact dates of delivery by late March 2027 and pickup details will be shared by late May 2027.

What will Redress provide for the clothing drive?

- The 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 late June)
- A printable poster to help you promote the clothing drive
- A printable factsheet to provide knowledge about the environmental impact of the our clothes

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.

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 2027, 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?
Only 12 people per team can be allocated due to space limitation.

Can I bring my children to Sort-a-thon?
A dedicated parent–children slot may be arranged during Sort-a-thon 2027, giving the next generation a chance to experience the impact firsthand. If your organisation is interested in forming a team of up to 6 parents and 6 children, please leave a comment upon sign-up, we will do our best to arrange it.

Where do the participation fees go?
The participation fees cover the operational costs of Get Redressed Month, and help provide primary and secondary schools with free participation in the clothing drive.

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.