

We celebrated yet another successful Get Redressed Month campaign in 2022 with our citywide Clothing Drive, large-scale Sort-a-thon volunteer clothes sorting event, and record-breaking Secondhand Pop-up (Winter Edition 2022).

Our campaign message 'Love What's Been Loved' asked Hong Kongers to love the clothing already in their closets by wearing them longer, taking good care of them, and repairing or restyling them to last longer. Once clothes have been enjoyed for as long as possible, they can be passed on to be loved by someone else. Through the act of cherishing secondhand clothing, we are also embracing circularity.

Get Redressed Month once again received outstanding support from companies, schools, and retailers. It was wonderful to see past participants continuing to support the campaign as well as new ones joining for the first time.

We would like to thank our Get Redressed Month 2022 sponsors — your support has been critical to executing such a successful and purposeful campaign. It has been a privilege working with each of you!

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GET REDRESSED CLOTHING DRIVE

We worked with schools and companies, including retailers, to provide hundreds of collection boxes across the city. The boxes allowed Hong Kongers to drop off their unwanted clothing to give them a new lease of life.

Partnering with retailers for our Clothing Drive enabled us to expand our public clothing collection network to a total of 60 public-facing collection points across 14 retail partners during the campaign. This brought the campaign greater visibility and allowed new audiences to discover a way to keep their unwanted clothing in use longer. We'd like to thank all the retail partners who joined this year's campaign:



31 DAYS



120 PARTNERS



178 LOCATIONS



16.2 TONNES COLLECTED

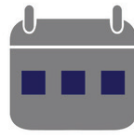


SORT-A-THON

Once we collected all this unwanted clothing, the Redress team and our volunteers spent three days weighing the boxes and setting up the space for the Sort-a-thon, our largest volunteer event of the year. In 2022, we welcomed 40 corporate and community teams of 10, participating across eight 3-hour shifts, to sort through every garment collected in the Clothing Drive to ensure they are given new life.



**557
VOLUNTEER
HOURS**



3 DAYS

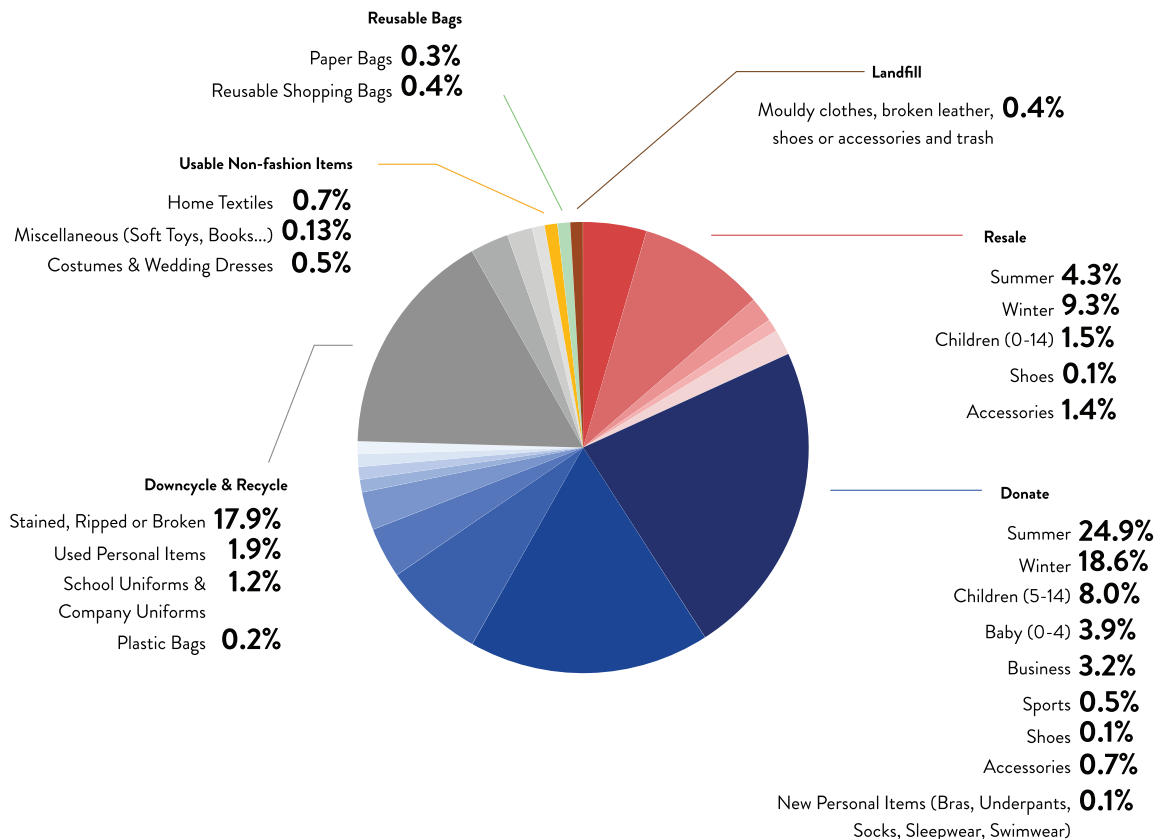


**400
CORPORATE
PARTICIPANTS**

It took a lot of people power to work through the mountain of unwanted clothing. With smiles and enthusiasm, bolstered by refreshments, a live DJ, and yoga/dance movement breaks, a total amount of 16.2 tonnes was sorted for reuse. The clothing was redistributed to eight key charity partners (60%), for resale (17%, mostly at our Winter 2022 Edition Pop-up), and downcycling (21%).

We are grateful to Swire Properties, who continued their generous support this year by providing us an entire floor of PCCW Tower for the Sort-a-thon.

A very big thank you to longtime partner PizzaExpress, who in addition to their ongoing organisational support, generously donated prize vouchers and pizza for volunteers; as well as Watsons Beverages, Urban Spring, and XYZ, who helped to keep participants energised throughout the Sort-a-thon. We also can't thank enough the hardworking army of Redress volunteers, soul-fuelling DJ Serge, and our photographer Asher Chan, who managed to capture many moments of fun. Each of you helped make Sort-a-thon 2022 a great success!



The clothes sorted for donation have been redistributed to underprivileged communities in Hong Kong thanks to the following organisations:



POP-UP SHOPS

Our Winter 2022 Pop-up saw a record-breaking 1000+ visitors walk through the doors in PCCW Tower on day one! It was such a pleasure to meet so many people shopping secondhand for the first time.

We loved seeing schools such as the American School, Island School, DSC International School, and Renaissance College to name a few, host their own mini pop-up shops to create awareness about clothing waste and also to raise funds for Redress.

Huge thanks to our amazing retail staff, our Redress volunteers who put in countless hours of work, our longstanding partner OnTheList who supported us with essential retail equipment, and Swire Properties for sponsoring the stunning venue.



CORPORATE AND SCHOOL ENGAGEMENT

The Redress team hosted talks with students and professionals about the environmental impact of fashion and shared ways they can take action to support a more circular fashion industry.



21
SCHOOL TALKS

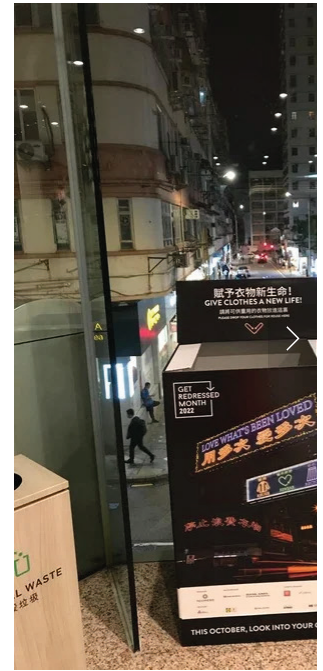


16
CORPORATE
TALKS



6,822
ATTENDEES





CAMPAIGN TALES





We love seeing the variety of campaign stories shared by our participants and how each one is particularly tailored to engage colleagues and students!



It is with deep gratitude that we conclude Get Redressed Month 2022. Thank you to all of you who have supported our mission to reduce fashion waste. Get Redressed Month will be taking a break in 2023, as we prepare to bring you a bigger and better edition in Spring 2024. We'll still have lots of activities organised, so stay tuned for updates.

Next up: we hope to see you at our Secondhand Pop-up Summer 2023 Edition!

You can stay connected with Redress through our year-round activities:



GET REDRESSED MONTH 2022 PARTICIPANTS



